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Author(s): Simon Alford; Catherine Perry;

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Centre for Public Health Research

Sure Start Widnes Trailblazer

Reach Report

April 2004 - March 2005

Simon Alford

Catherine Perry

April 2006

DRAFT

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Acknowledgements

Sure Start programmes are required to undertake comprehensive data monitoring. A large number of people are involved in the information gathering process that has made it possible to produce this report. There are a number of people in particular whose contribution we would like to acknowledge.

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Executive summary

Introduction

Sure Start programmes are required to keep computerised records. Within these records, Sure Start must keep personal details of all registrations with the programme along with records of each service and which service users have accessed them. This allows the Sure Start programme to feed back the details to the Sure Start Unit in order that the development of Sure Start on a national scale can be monitored. Sure Start Widnes Trailblazer currently uses the MCA designed database to record all service users and contact information. The timeframe selected for the analysis of data was April 1st 2004 – March 31st 2005.

This was a quantitative study which involved the analysis of routinely collected monitoring data loaded onto the MCA database and combined the use of a range of computer-based programmes to interrogate, analyse, and evaluate the reach of Sure Start Widnes Trailblazer and the individual services which the programme has delivered over the identified time-frame.

Findings

- 52% of eligible families accessed Sure Start Widnes Trailblazer services during the 12-month period.
- 51% of service users accessed 3 or more services.
- 60% of service users had accessed services 10 times or less in 12 months.
- The most accessed services appeared to be Midwives Advice and the Early Learning Group.
- The majority of adults who accessed the services and had support from staff were mothers (91%).
- The ratio of contacts with children and adults altered during the 12 months, so that the majority of contacts by March 2005 (52%) were with children.
- 50% of all contacts with parents/carers were with those aged between 25-34.
- Whilst lone parents accounted for 16% of those registered with Sure Start Widnes Trailblazer only 9% of contacts were made by lone parents.
- The use of the GIS programme has helped to create a visual picture of reach and this has enabled a spatial understanding of service usage. In particular, it has highlighted how a number of services have higher usage by families living in close proximity to the delivery point of the service.

The greatest level of uptake of services occurred in the Upton area, with 70% of all eligible users in this area accessing a service. It was evident that the service location may affect service usage. A number of services attracted greater service usage from people living within close proximity to the activity venue. Halton Family Group services are run in three locations within the Trailblazer area. However, the majority of contacts are made by people living in the north of the Trailblazer area. Such findings may help inform service development and future service delivery.

There have been limitations to the data analysis. Contacts were identified with no schedule date or service allocation and were subsequently omitted from the analysis. Contacts were also identified without service names and service provider identification. As a result this may lead to an under representation of some services. Personal details of some service users were incomplete and may have lead to an under-representation of contacts when examining social characteristics. To ensure accurate data analysis can be undertaken it is essential all records are fully completed upon initial registration with the programme. Whilst giving details such as disability, ethnicity and age is not mandatory, newly registered families should be encouraged to provide all relevant information. In doing so this will help establish if traditionally hard-to-reach groups are accessing services or whether Sure Start Widnes Trailblazer services should target potential service users.

This report will help Sure Start Widnes Trailblazer identify their needs for data collection and analysis in order to make best use of the wealth of information that is available and potentially aid future service development.

Chapter 1

Introduction

1.1 Background

Sure Start aims to reduce the disparity between outcomes for disadvantaged children living in poverty and the wider child population. The 1998 Comprehensive Spending Review on services for young children highlighted that early co-ordinated and sustained provision for those children less than four years old could make a significant difference to child outcomes (H. M. Treasury, 1998). With the development of Sure Start Children's Centres, which are at the heart of the Government's Every Child Matters: Change for Children Programme, Sure Start is seen as a key vehicle for providing services that families need (Sure Start, 2006a).

Guidance from the Sure Start Unit suggests that local programmes should see increasing numbers of children and families in their first years until they are in contact with every family with children under four years old in their area. The expectation is that a fully operational programme sees between a third and a quarter of all children aged nought to three years living in their area each month, including a 'steady' number (around 20%) of children who have never been in touch with the programme before (Sure Start Unit, 2002). To facilitate access, the Sure Start Unit has stated that where possible, Sure Start services should be available within pram-pushing distance from families' homes, a maximum of 800 metres (Sure Start, 2001). The Sure Start Unit has given each local authority a target number of children to reach by March 2006. This target relates to the number of children who might use health or family support services provided by or through the individual centre (Sure Start, 2003). This includes all children living in the area under 5 (Sure Start, 2005). A further target will be put in place to facilitate long term planning and the move to Children's Centres, with each local authority being advised of the total number of children they should plan to reach by 2010 via Sure Start Children's Centres (Sure Start, 2003).

Sure Start programmes are required to keep computerised records. Within these records, Sure Start must keep personal details of all registrations with the programme along with records of each service and which service users have accessed them. This allows the Sure Start programme to feed back the details to the Sure Start Unit in order that the development of Sure Start on a national scale can be

monitored. Sure Start Widnes Trailblazer currently uses the Meggs, Costoya and Attfield (MCA) database to record all registrations, service users and contact information.

Widnes Trailblazer was established in 2000 as the first Sure Start local programme in Halton. Halton is ranked as the 18th most deprived council area out of 354 in England (Audit Commission, 2004), and there are now five Sure Start programmes currently operating within Halton. Sure Start Widnes Trailblazer covers parts of Broadheath, Hough Green, Ditton, Kingsway and Riverside wards, which are ranked 13th, 12th, 11th, 5th and 4th respectively in the Index of Multiple Deprivation for the 21 wards within Halton (Halton Borough Council, 2005). In addition to this, both Kingsway and Riverside ranked in the top 5% of English wards for multiple deprivation (Halton Borough Council, 2005). All of the wards are found within the WA8 postcode area of Widnes. Sure Start Widnes Trailblazer commissioned the Centre for Public Health Research (CPHR), University of Chester to undertake this study exploring the 'reach' of the local programme.

1.2 Aim and Objectives

The aim of this study was to establish the 'reach' of the programme in the Sure Start Widnes Trailblazer area in order to determine the number of people who have accessed services, the social characteristics of service users (for example: sex; age; lone parents) and from which geographical areas of the Trailblazer area service users come. Such analysis will act as an indicator of the success of the programme in engaging the eligible population in the Sure Start Widnes Trailblazer area. In addition, such analysis may help to inform future service development. The main objectives were to identify:

- the number of registered and eligible families between the 1st April 2004 and 31st March 2005;
- the number of families accessing services between these dates;
- the number of contacts made with services between the 1st April 2004 and 31st March 2005;
- the use of services by social characteristics: for example use by fathers/male carers; disabled people; teenage parents; lone parents; and ethnic minority groups;
- the geographical 'reach', of services to establish the areas within the Sure Start Widnes Trailblazer area where engagement has occurred.

1.3 Methodology

This was a quantitative study involving the analysis of data collected by the Sure Start programme using the MCA database. Microsoft Access, the format of the MCA database, was used to interrogate the data to establish the extent of the 'reach' of Sure Start Widnes Trailblazer between 1st April 2004 and 31st March 2005. All contacts made during the specified time-frame were then exported to Microsoft Excel and examined to establish the characteristics and levels of service usage. In order to retrieve the relevant information, the research team worked closely with the Data Officer for the programme who manages and maintains the database, whilst additional support was provided by Computer Science Information Systems staff from the University of Chester. Geographical Information Systems (GIS) were also used to visually represent the results with the support of the Geography Department staff from the University of Chester.

The time-frame of the study data (1st April 2004 to 31st March 2005) was selected as the last full financial year's data available. In addition, the Data Officer was satisfied that all relevant data had been entered onto the database.

Additional data to establish the eligible population were provided by Halton PCT from the Child Health Database. Such data included the personal details of all children aged four and under. These data were anonymised by the Data Officer before being forwarded to the research team for quantitative and geographical analysis.

1.3.1 Data cleaning

Data cleaning was undertaken to reduce the number of errors that could have an impact on the quality of the output from the analysis. The database was exported into Microsoft Excel and the data were interrogated for errors, a number of which were identified. For example, in some cases sons and fathers were entered on the database as female and daughters were recorded as males. Having identified these data entry errors, where possible amendments were made to the database to reduce inaccuracy within the final analysis. Despite the data cleaning process, it is possible that discrepancies may have remained within the data.

1.4 Research ethics

Ethical approval for this study was granted by North Cheshire Local Research Ethics Committee (LREC), in March 2002.

1.5 Structure of the report

This report is organised into a number of chapters. Chapter 2 presents a profile of service users over the 12-month period. Chapter 3 examines the use of particular services and the number of contacts. Chapter 4 discusses the findings in respect of both social characteristics and the geographical reach.

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Chapter 2

Profile of service users

2.1 Introduction

This chapter explores the overall reach of the Sure Start Widnes Trailblazer programme. It examines the number of eligible families in the Trailblazer area and compares this with those who have accessed services during the 12-month period. Patterns of service usage are examined exploring the numbers of new service users and the different groups of people who are accessing Sure Start Widnes Trailblazer. Therefore, this chapter offers information regarding the families and individuals who have accessed the programme and can be considered indicators of the reach of the programme.

2.2 Eligible and registered families

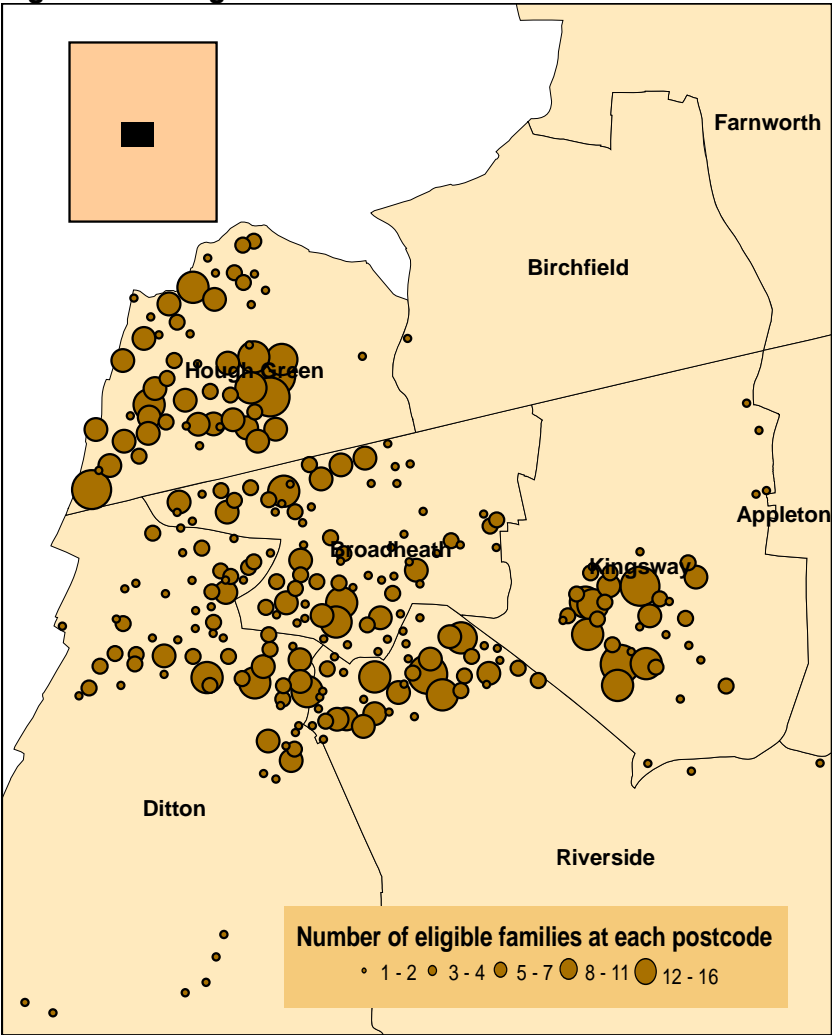
Eligible families are all those families living in the WA8 4, WA8 7 and WA8 8 postal sectors of Widnes with children under four years old. Those families who have completed a registration form are categorised as registered families on the MCA database. However, these families may or may not have used Sure Start services.

During the 12-month period between 1st April 2004 and 31st March 2005:

- there were 1,069 individual service users identified on the MCA database, from 489 families;
- according to the child health database there were 1,182 eligible children representing 948 families;
- there were 485 children accessing services;
- 52% of all eligible families accessed Sure Start Widnes Trailblazer and services during the 12-month period.
- 41% of all eligible children accessed services during the 12-month period

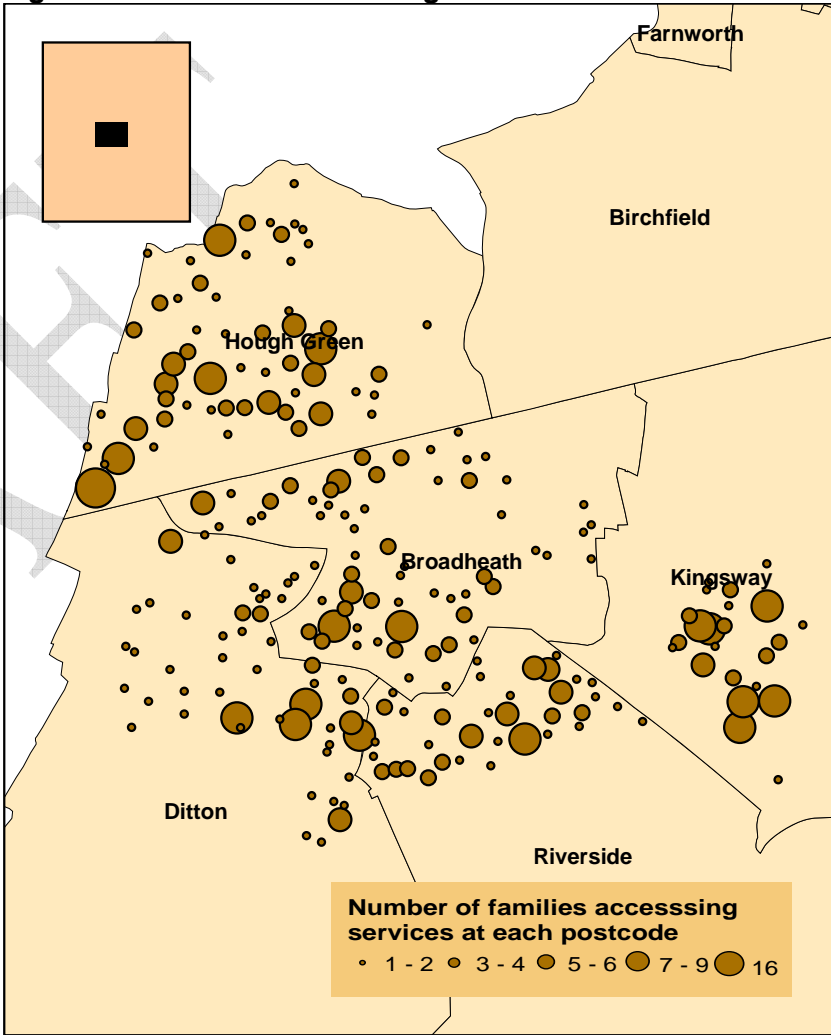
Through the use of Geographical Information Systems (GIS) mapping of postcoded data, it was possible to produce a visual display of those eligible for Sure Start Widnes Trailblazer services and of service users. Of those families who use Sure Start Widnes Trailblazer, 8 failed to provide a full postcode upon registration and therefore are unidentifiable through GIS mapping. Figure 2.2.1 illustrates those eligible to access services, whilst figure 2.2.2 illustrates those who have actually accessed Sure Start Widnes Trailblazer during the 12-month period.

Figure 2.2.1 Eligible families



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Figure 2.2.2 Families accessing Sure Start Widnes Trailblazer



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2.3 New service users

Through the MCA database it was possible to monitor new services users accessing services over time. All new registrations entered onto the database are given an initial registration date. Therefore, it is possible to identify the number of new service users accessing the programme each month. However, a limitation of the MCA database is that the system does not allow a date field for recording a person's actual date of registration. Rather, the date entered onto the system corresponds to the date when the record was created. Therefore, it is not possible to record accurately monthly registrations given that the programme entered new records in bulk, rather than at the specific time of registration. As a result of this, caution should be exercised when examining registrations during the 12-month time period.

- there were 326 existing families recorded on the database, representing 643 individuals at 1st April 2004;
- 163 new families were recorded on the database during the 12-month period, representing 426 new individuals.

2.4 Considering different groups of people

On registration with the programme, various characteristics of families and individuals were recorded. For example; age; sex; position in the family; disability; ethnicity; and so on. Such data allow patterns of service usage to be examined by various groupings. However, some of these figures will not portray the actual numbers of people in these categories as not all personal details were provided for every individual when the registration form was completed.

2.4.1 Lone parents

Parental status was recorded upon registration to identify those who considered themselves to be lone parents. The data revealed that:

- 121 lone parents accessed services between 1st April 2004 and 31st March 2005;
- this represents 21% of all parents/carers accessing services during this time period;
- 118 of these parents were mothers, 1 a father, 1 a grandmother and 1 was a carer;
- 10 (8%) of all lone parents were teenage mothers.

2.4.2 Disability

The number of individuals who identified themselves or their children as disabled is detailed below:

- 4 people with disabilities accessed services between 1st April 2004 and 31st March 2005;
- all 4 of these were parents;
- less than 1% of all individuals accessing services during this time period identified themselves as disabled.

2.4.3 Teenage parents

For the purpose of this analysis 'teenage parent' was taken to be any parent aged 19 and under. The MCA database establishes the ages of all services users. For the purpose of the analysis their age on the 31st March 2005 was used to calculate all teenage parents for the whole analysis period. These figures may be an underestimation of the proportion of teenage parents accessing Sure Start Widnes Trailblazer services, given that there were 33 (6%) parents on the database whose age had not been entered onto the system. The following patterns were observed:

- 29 teenage parents accessed services during the 12-month period;
- 5% of the total number of parents/carers accessing services during this time period were teenage parents;
- 2 fathers and 27 mothers were teenage parents;

The youngest teenage mother was 15 years old, whilst the youngest teenage father was 17 years old.

2.4.4 Sex

The sex of all people on the database was recorded on the database. There were:

- 739 females, comprising 69% of those people accessing services during the 12-month period;
- 330 males, comprising 31% of those people accessing services.

The males recorded on the database included fathers, sons, and foster sons.

The females on the database included mothers, grandmothers, carers, daughters, and granddaughters.

2.4.5 Age

The age of those on the MCA database is recorded in years, months and days. For the purpose of this analysis only the column 'age in years' has been considered. Once again the ages have been calculated on the 31st March 2005. The ages of 37 (3%) people are unknown due to people failing to disclose their age upon registration with the programme. Table 2.4.5.1 shows the breakdown of age and the number of individuals accessing services between 1st April 2004 and 31st March 2005.

Table 2.4.5.1 Breakdown of age

| Age Group | Number of people | % |
|---------------------|------------------|-----|
| 11 months and under | 158 | 15 |
| 1 – 4 | 321 | 30 |
| 5 – 9 | 2 | <1 |
| 15 – 19 | 27 | 3 |
| 20 – 24 | 125 | 12 |
| 25 – 29 | 147 | 14 |
| 30 – 34 | 136 | 13 |
| 35 – 39 | 69 | 6 |
| 40 – 44 | 34 | 3 |
| 45 -49 | 6 | <1 |
| 50 and over | 7 | <1 |
| Unknown | 37 | 3 |
| Total | 1069 | 100 |

2.4.6 Children

Figure 2.4.6.1 illustrates the number of contacts made with those children under the age of 4 in each of the 12 months for the analysis period. Figures have been calculated using the 1,182 children eligible for Sure Start Widnes Trailblazer services in March 2005. Therefore, caution should be taken when interpreting the results as the exact number of eligible children is unknown for each of the months.

Figure 2.4.6.1 Children under 4 accessing services by month

| Month | Under 4's accessing services (n) | % of eligible users |
|-----------|----------------------------------|---------------------|
| April | 147 | 12 |
| May | 125 | 11 |
| June | 126 | 11 |
| July | 121 | 10 |
| August | 100 | 8 |
| September | 115 | 10 |
| October | 136 | 12 |
| November | 136 | 12 |
| December | 138 | 12 |
| January | 140 | 12 |
| February | 168 | 14 |
| March | 147 | 12 |

2.4.7 Ethnicity

The ethnicity of each service user had been recorded upon their initial registration with the programme. Table 2.4.7.1 shows the breakdown of all service users by ethnicity. The table demonstrates that the majority of those who had accessed services during the 12-month period at Sure Start Widnes Trailblazer were 'White British'. This is expected as Halton, of which Widnes is a part, has a low percentage of people from ethnic minorities (Office for National Statistics, 2005).

Table 2.4.7.1 Breakdown of ethnicity

| Ethnicity | Number of people | % |
|-----------------|------------------|-----|
| White British | 1039 | 97 |
| White Irish | 9 | 1 |
| White Other | 8 | 1 |
| Black Caribbean | 5 | <1 |
| Mixed Other | 1 | <1 |
| Asian Pakistani | 2 | <1 |
| Asian Other | 2 | <1 |
| Unknown | 3 | <1 |
| Total | 1069 | 100 |

2.4.8 Family Position

The family position of each person registering with the programme was recorded on all records on the database. Table 2.4.8.1 shows the breakdown of family position, indicating that the majority of those people accessing services are mothers, daughters and sons.

Table 2.4.8.1 Breakdown of family position

| Family position | Number of people | % |
|-----------------|------------------|-----|
| Mother | 477 | 45 |
| Father | 93 | 9 |
| Grandmother | 12 | 1 |
| Son | 234 | 22 |
| Daughter | 245 | 23 |
| Foster son | 3 | <1 |
| Granddaughter | 3 | <1 |
| Carer | 2 | <1 |
| Total | 1069 | 100 |

2.5 Activity use by postcode

This section examines service users by postcode to establish the geographical areas Sure Start Widnes Trailblazer has reached. This section is complemented by the findings in Chapter 3 where GIS are used to analyse individual service usage. Of those accessing services during the analysis period the data revealed that:

- 21 (2%) individuals had no postcode recorded;
- the 21 missing individuals came from 8 (2%) families.

Of the postcodes which were listed on the database there were:

- 481 families identifiable by postcode;
- 211 different postcodes;
- 3 registered families came from postcodes outside of the WA8 4, WA8 7 and WA8 8 postcode districts;
- 33 different areas represented¹.

Table 2.5.1 illustrates eligible families and those families accessing services during the 12-month period by postcode sector and the percentages of those registered with Sure Start Widnes Trailblazer by postcode sector.

Table 2.5.1 Numbers and percentages of eligible families and those accessing services by postcode sector

| Postcode sector | Families | | % using services |
|-----------------|--------------|--------------------|------------------|
| | Eligible No. | Accessing services | |
| WA8 4 | 255 | 137 | 54 |
| WA8 7 | 260 | 125 | 48 |
| WA8 8 | 433 | 216 | 50 |
| Total | 948 | 478 | 50 |

¹ For the purpose of this analysis an 'area' was determined by the letter preceding the final letter in a complete postcode. For example, the postcode WA8 4DX would be in area D.

Figure 2.5.2 shows the number of families accessing services during the 12-month period for each postcode area across WA8 4. The chart shows that the majority of families came from the WA8 4N, WA8 4T and WA8 4Y areas.

Figure 2.5.2 Distribution of families across postcode sector WA8 4

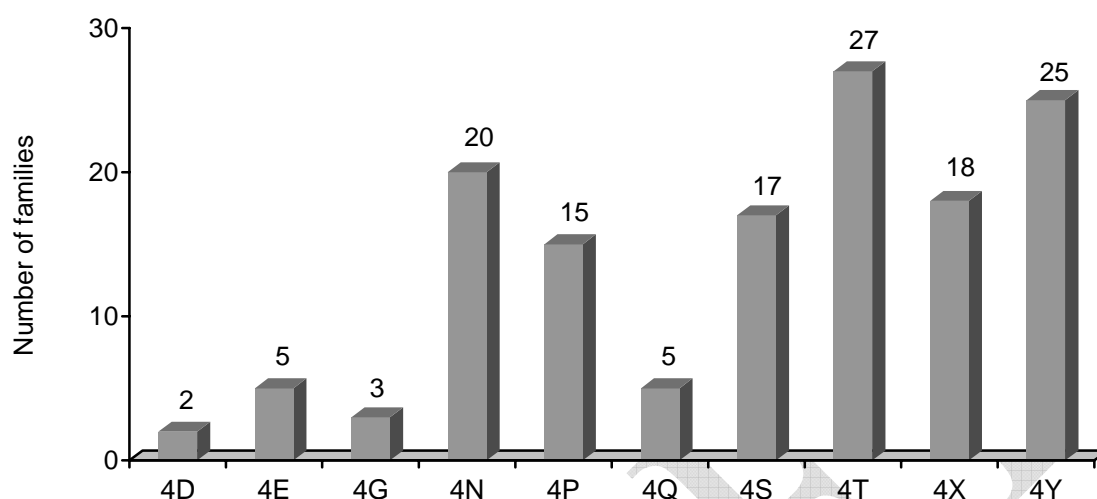


Figure 2.5.3 shows the number of families accessing services during the 12-month period for each of the postcode areas across WA8 7. The chart shows that the majority of families came from the WA8 7B and WA8 7E areas.

Figure 2.5.3 Distribution of families across postcode sector WA8 7

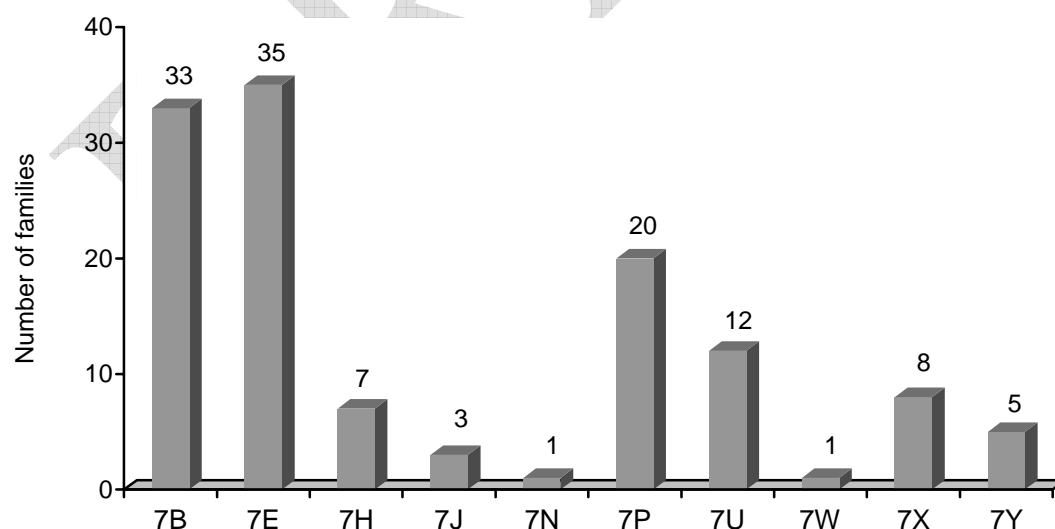
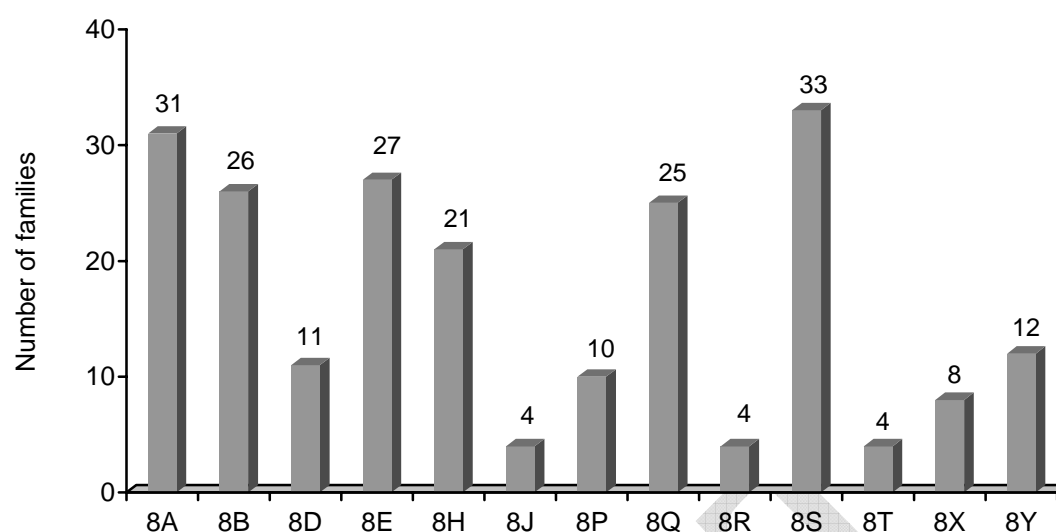


Figure 2.5.4 shows the number of families accessing services during the 12-month period for each of the postcode areas across WA8 8. The chart shows that 75% of families came from just five postcode areas (WA8 8A, WA8 8B, WA8 8E, WA8 8H, WA8 8Q, WA8 8S).

Figure 2.5.4 Distribution of families across postcode sector WA8 8



With regards to the **out of area** postcodes, the following was observed:

- there was one family from the WA8 3E area;
- one family from the WA8 5A area;
- and one family from WA8 9Y.

2.6 Conclusion

The data presented have given an insight into the number of individuals and families who have accessed Sure Start Widnes Trailblazer between 1st April 2004 and 31st March 2005, and some of their social characteristics.

Chapter 3

Patterns of service usage

3.1 Introduction

This chapter explores patterns of service usage amongst those families and individuals who accessed Sure Start Widnes Trailblazer services between 1st April 2004 and 31st March 2005. The chapter focuses on identifying the services families have used, and how often they have used them. In some cases, it has also been possible to show the different groups of people who have accessed services during this time, as well as the variation in service usage over time. In highlighting the number of families accessing services it may help to inform future service planning and development.

3.1.1 Total contacts between 1st April 2004 and 31st March 2005

The MCA database showed the following number of service contacts made by the 1069 service users during the 12-month period:

- 18,169 contacts were made during the 12 months;
- 9,475 of these contacts were with 584 adults;
- 8,694 of these contacts were with 485 children.

It is also possible to analyse the intensity of use of services by each adult or child who has had contact with Sure Start Widnes Trailblazer. Table 3.1.1.1 illustrates the number of occasions that each of the 1,069 service users had accessed services provided by the programme during the year. It shows that 60% of all service users had less than 10 contacts with the programme over the course of the 12-month period, whilst 16% of the people who used Sure Start Widnes Trailblazer did so on just one occasion. At the other end of the spectrum, 9% of services users had 50 or more contacts with the programme during the 12-month period. One individual accessed services 209 times.

Table 3.1.1.1 Contacts by each service user

| Number of contacts | Number of individuals | Cumulative % |
|--------------------|-----------------------|--------------|
| 1 | 169 | 16 |
| 2 | 102 | 25 |
| 3 | 62 | 31 |
| 4 | 61 | 37 |
| 5 | 70 | 43 |
| 6 | 61 | 49 |
| 7 | 44 | 53 |
| 8 | 42 | 57 |
| 9 | 35 | 60 |
| 10-19 | 151 | 75 |
| 20-29 | 82 | 82 |
| 30-39 | 62 | 88 |
| 40-49 | 36 | 91 |
| 50+ | 92 | 100 |
| Total | 1069 | 100 |

An analysis of the number of activities or services that each family have used during the year shows that out of the 489 families who have had contact with Sure Start Widnes Trailblazer, 132 (27%) have used just one service – they may have attended the activity only once or on a number of occasions. As Table 3.1.1.2 shows, the majority (51%) of the families who have attended activities have had contact with 3 or more services.

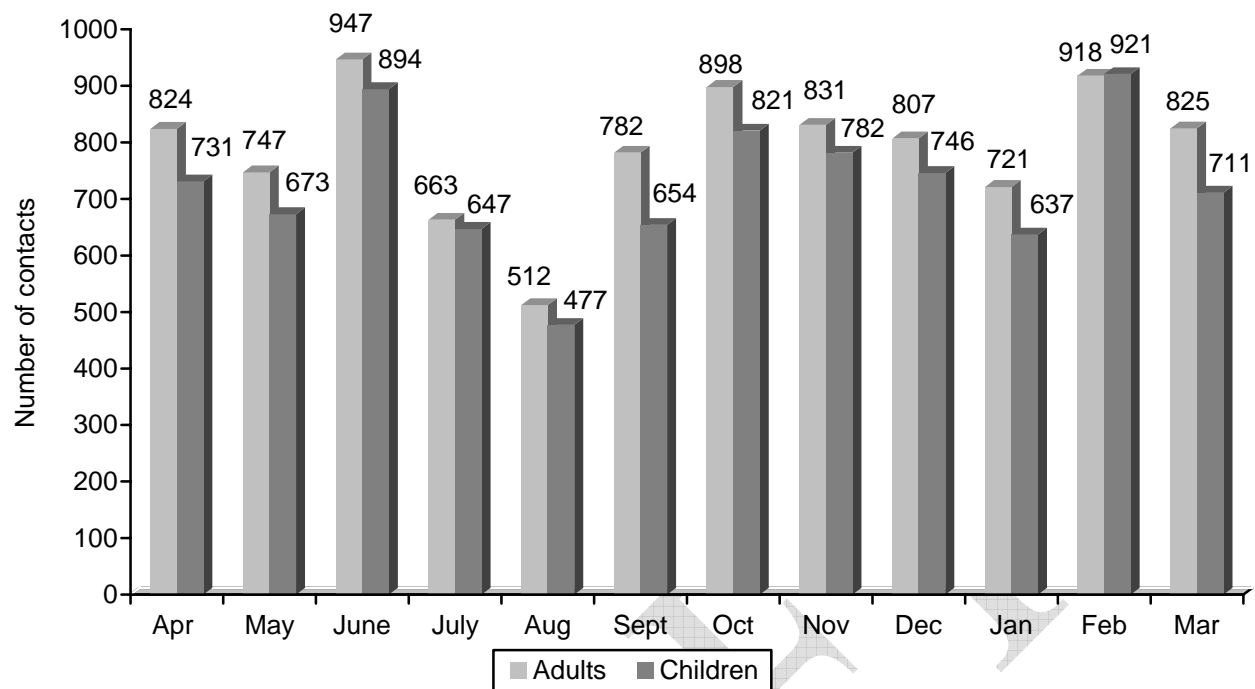
Table 3.1.1.2 Services used by each family

| Number of services | Number of families | Cumulative % |
|--------------------|--------------------|--------------|
| 1 | 132 | 27 |
| 2 | 109 | 49 |
| 3 | 69 | 63 |
| 4 | 44 | 72 |
| 5 | 35 | 80 |
| 6 | 31 | 86 |
| 7-10 | 35 | 93 |
| 11+ | 34 | 100 |
| Total | 489 | 100 |

3.1.2 Monthly contacts between 1st April 2004 and 31st March 2005

Contacts were examined to establish the number of adults and children who accessed services each month. The results as illustrated in Figure 3.1.2.1 highlight a relatively consistent level of service contacts each month with the exception of August where numbers substantially decrease. The average number of monthly contacts was 1,514.

Figure 3.1.2.1 Monthly contacts with adults and children



3.2 Examining the use of services by different groups of people

Through the interrogation of the MCA database it was possible to examine all contacts made during the 12-month period to identify specific groups of people who were accessing Sure Start Widnes Trailblazer services. Once again this allows a picture of services users to be built up which may inform future planning and development of the services within the programme.

3.2.1 Lone parents

There were 1,592 contacts recorded for lone parents on the database between 1st April 2004 and 31st March 2005. This represented approximately 9% of the total number of contacts recorded during this time. There appeared to be a spread of usage by lone parents across individual groups and activities. However, the following was also discovered during the analysis:

- 25% of the contacts from lone parents were for Midwives Advice contacts;
- 15% of contacts were made through contact and support by staff to lone parents.

3.2.2 Teenage parents

There were a total of 263 contacts recorded for teenage parents between 1st April 2004 and 31st March 2005. This represented approximately 1% of the total number of

contacts recorded during this time. The following information was retrieved during analysis:

- teenage parents accessed the Midwives Advice activities more than any other service, these contacts represented 36% of all contacts with teenage parents;
- 18% of contacts were made through contact and support by staff to teenage parents.

3.2.3 Parents with a disability

There were a total of 40 contacts recorded with disabled parents between 1st April 2004 and 31st March 2005. This represented less than 1% of the total number of contacts during this time. However, the following information was retrieved regarding these contacts:

- 38% of all contacts were made through contact and support;
- a large proportion of contacts made by parents with a disability were made with the CAB, representing 33% of the contacts.

3.2.4 Age of parents

The age of parents is recorded on the MCA database. These figures were analysed in order to observe the age ranges of those using Sure Start activities. There were 558 contacts with parents/carers recorded on the database without their age completed.

Table 3.2.4.1 shows the parents/carers who accessed Sure Start services the most between 1st April 2004 and 31st March 2005 were in the 25-29 and 30-34 age ranges (26% in each group).

Table 3.2.4.1 Age range of parents/carers

| Age range | Number of contacts | % |
|-------------|--------------------|-----|
| 15-19 | 263 | 3 |
| 20-24 | 1,630 | 17 |
| 25-29 | 2,441 | 26 |
| 30-34 | 2,466 | 26 |
| 35-39 | 1,325 | 14 |
| 40-44 | 731 | 8 |
| 45-49 | 23 | <1 |
| 50 and over | 38 | <1 |
| Unknown | 558 | 6 |
| Total | 9,475 | 100 |

3.2.5 Sex of adult contacts

The sex of the parents/carers recorded on the database as having contact with Sure Start Widnes Trailblazer between 1st April 2004 and 31st March 2005 was considered.

Analysis of these figures took place and the following was noted:

- there were 662 contacts with adult males during this time. This equated to 7% of the total contacts with adults during this time;
- there were 8,813 contacts with adult females during this time. This equated to 93% of the total contacts with adults during the 12-month period, the majority of these (8,632, 98%) were with mothers.

Table 3.2.5.1 shows the proportions of contacts with all adults accessing the programme during the identified time period. It should be noted that the category relating to carers had only female carers as there were no male carers registered on the database during this time. This table shows all adult contacts, and demonstrates that the majority of contacts have been with mothers (91%).

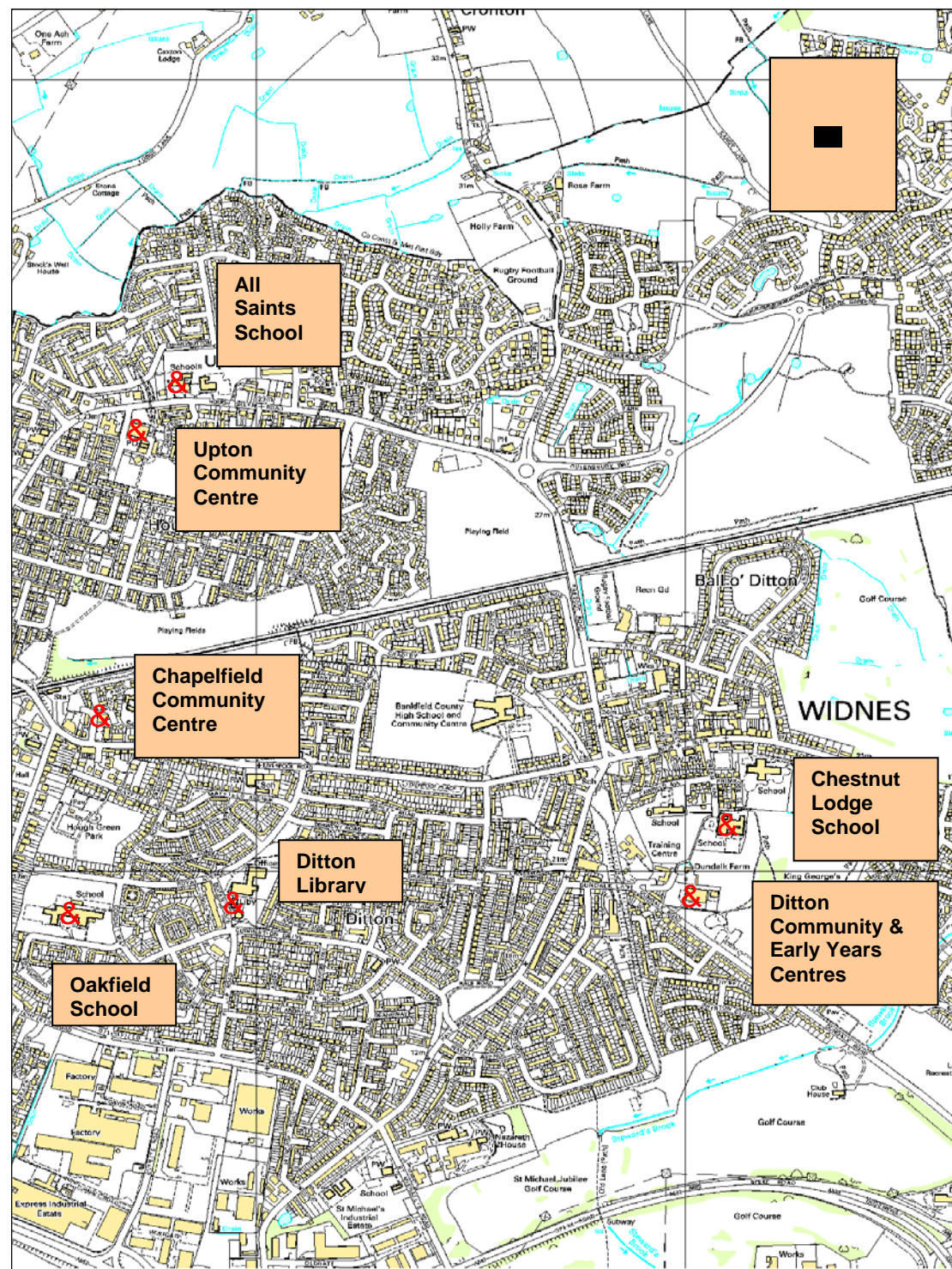
Table 3.2.5.1 Breakdown of adult contacts

| Type of adult | Number of contacts | % |
|---------------|--------------------|------------|
| Mothers | 8,632 | 91 |
| Fathers | 662 | 7 |
| Carers | 16 | <1 |
| Grandmothers | 165 | 2 |
| Total | 9,475 | 100 |

3.3 Service locations

Figure 3.3.1 illustrates the eight venues within Widnes that are used to deliver Sure Start Widnes Trailblazer services.

Figure 3.3.1 Service locations



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3.4 Exploring the use of individual services

The MCA database was analysed to establish the number of contacts made with individual services over the 12-month period. Many services, activities and interactions were listed on the database. For the purpose of this report sessions and activities have been considered in terms of their patterns of service usage. In addition, home visits along with additional contact and support made to service users have been recorded on the MCA database and therefore have been considered, in order to offer a more comprehensive view of Sure Start Widnes Trailblazer work.

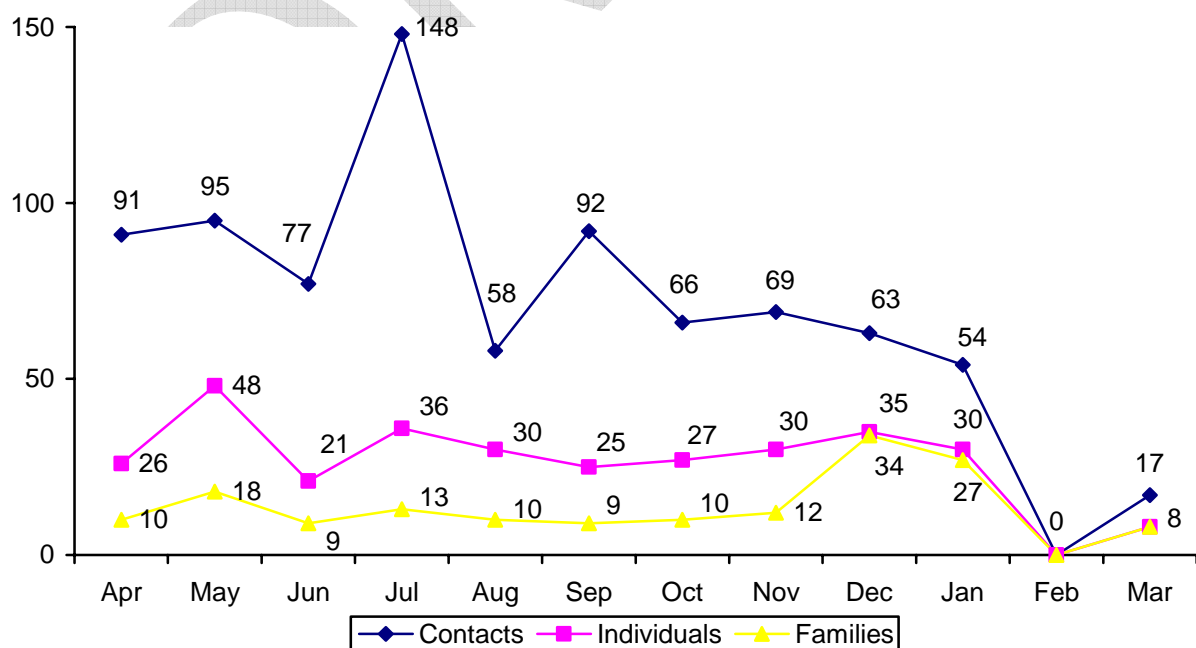
3.4.1 Citizens Advice Bureau services

The Citizens Advice Bureau (CAB) operates from the old co-op building, Lugsdale Road, in Widnes. The following information was retrieved from the database regarding the CAB:

- a total of 831 contacts were recorded for the CAB;
- these contacts were made by a total of 173 individuals from 84 different families.

Figure 3.4.1.1 shows the distribution of the 831 contacts over the 12-month period. July 2004 witnessed the highest number of contacts with the CAB, whilst no contacts were made during the month of February.

Figure 3.4.1.1 CAB contacts



By examining the family identification number on the MCA database it was possible to establish the numbers of contacts and the number of families who have accessed the Sure Start programme by postcode. When examining the postcode areas there appear to be a wide spread of families using CAB services. However, there are two postcode areas (WA8 7X and WA8 8E) that generated considerably more contacts than any others. Thirty-four percent of contacts (269 contacts) were made from these two postcode areas, which accounted for 9% of CAB users (7 families). Appendix 1.1 illustrates the number of contacts and the number of families who have accessed the CAB service by postcode area.

GIS mapping has been used to visually display service usage. Such visual representation of service users has the potential to provide greater understanding of the 'reach' of the programme in a spatial sense. The CAB service has been analysed using GIS techniques. Figure 3.4.1.2 illustrates the geographic distribution by postcode of those who have accessed the CAB. The map indicates the numbers of families at each postcode using graduated symbols. Figure 3.4.1.3 shows the number of contacts by postcode again using graduated symbols. There appears to have been a spread of families accessing CAB services from those registered with Sure Start Widnes Trailblazer. Despite 34% of contacts being made by 9% of families, when examining the number of contacts by postcode it would appear that the location of the service did not influence the number of contacts made with the CAB with relatively even distribution throughout the area.

Figure 3.4.1.2 Families accessing the CAB by postcode

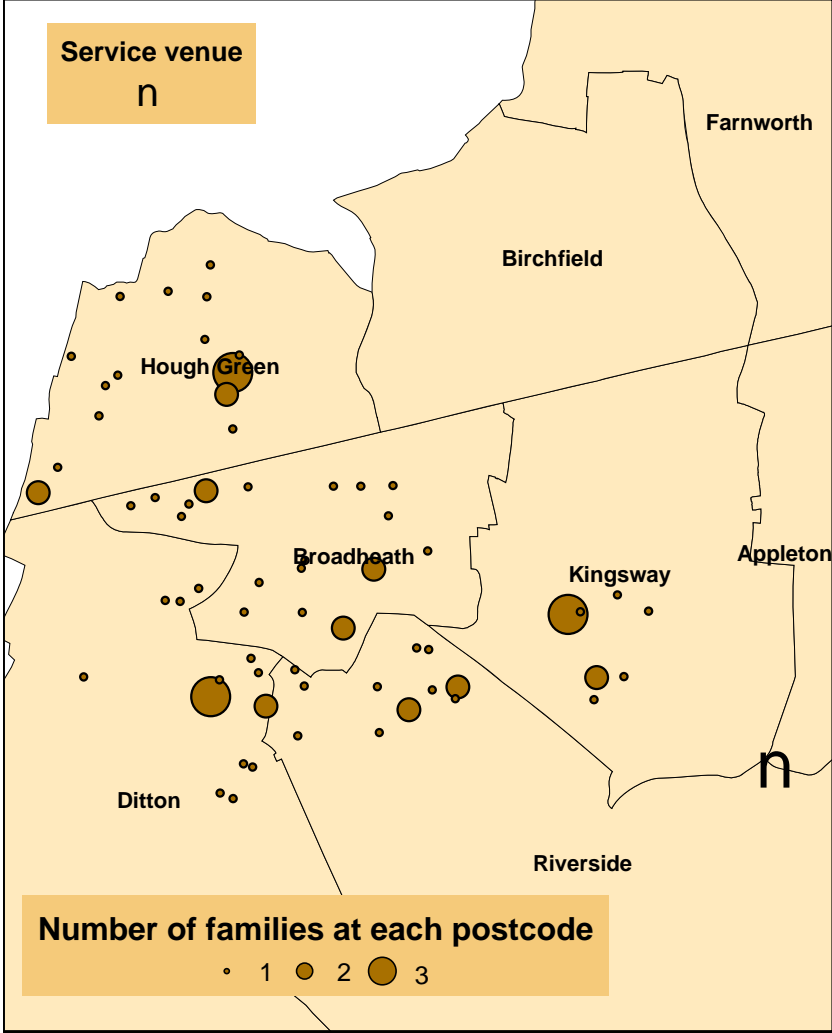
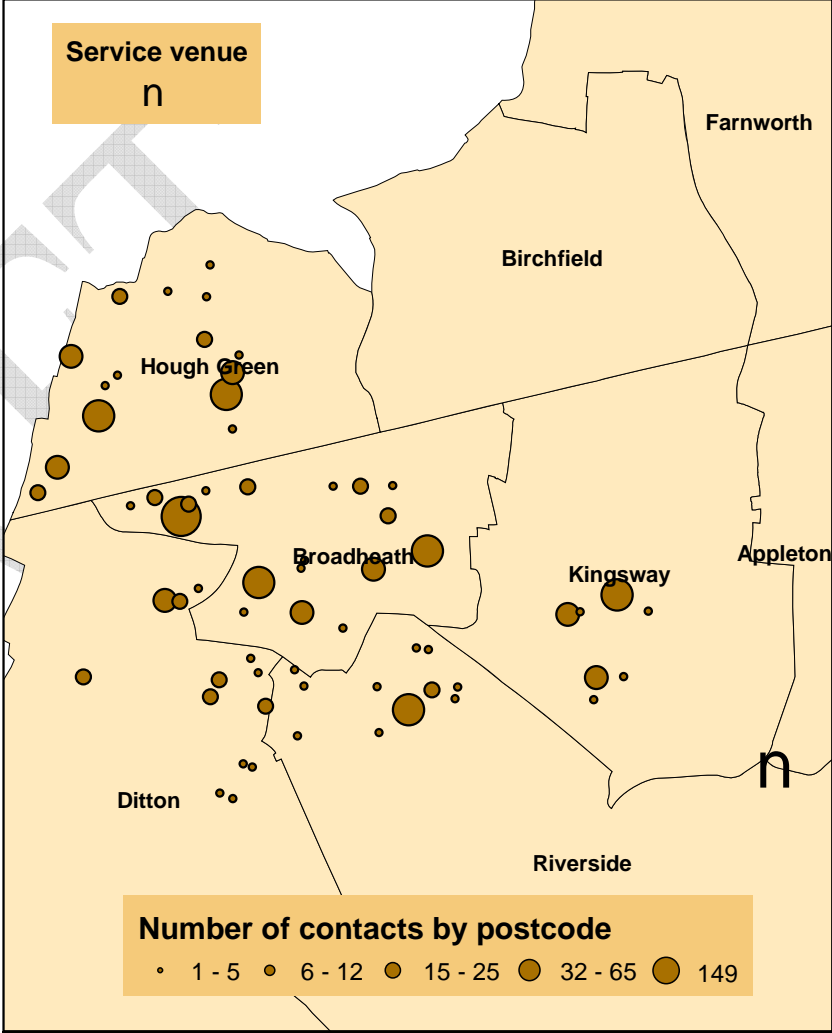


Figure 3.4.1.3 CAB contacts by postcode



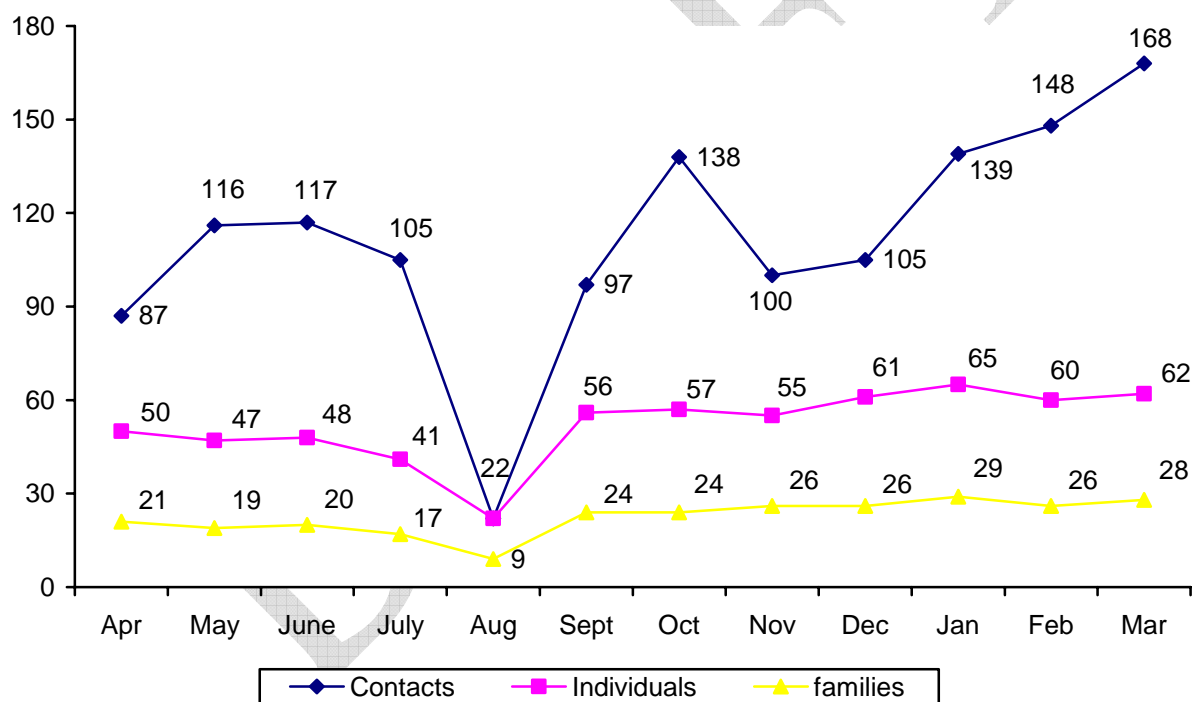
3.4.2 Halton Family Groups

Halton Family Groups (HFG) are held in Ditton, Chapelfield and Upton Community Centres. This service is primarily run by National Children's Home (NCH) Staff. The following information was retrieved from the database regarding HFG services:

- a total of 1,342 contacts were recorded for the HFG between 1st April 2004 and 31st March 2005;
- sessions were undertaken in each of the 12 months during this period;
- these contacts represented a total of 130 individuals from 55 different families.

Figure 3.4.2.1 shows the distribution of the 1,342 contacts over the 12-month period. The trend is for the number of users to increase through the 12-month period with the notable exception of August, around the holiday period.

Figure 3.4.2.1 Halton Family Group contacts

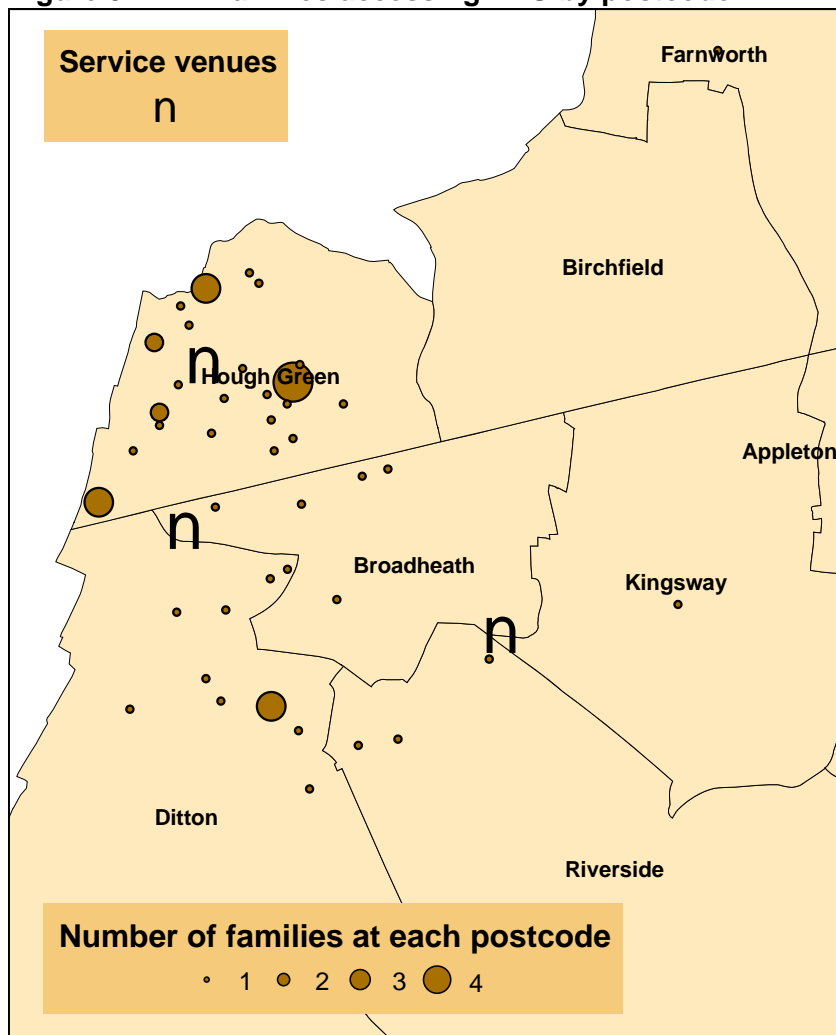


When examining HFG contacts by postcode, 15 contacts made by two families were not identifiable. As a result, the analysis of postcoded data examines 1,327 contacts made by 53 families. There appears to be wide spread use of HFG by families when examining the postcode areas services users come from. However, there were a number of postcode areas that attracted more families than other areas. Despite 22 postcode areas being depicted in the findings, 63% (838 contacts) of all contacts were made by 43% (23 families) of families from 4 postcode areas (WA8 4N, WA8 4T, WA8

4Y and WA8 7P). Appendix 1.2 illustrates the number of contacts and the number of families who have accessed HFG services by postcode area. Figure 3.4.2.2 shows the geographical distribution of those who have attended the HFG sessions, whilst Figure 3.4.2.3 illustrates the number of contacts by postcode, using graduated symbols. When examining the distribution of service users the majority appear to come from the north of the Sure Start Widnes Trailblazer area. It would also appear the majority of contacts were made by service users living in the north as illustrated in Figure 3.4.2.3. HFG services are delivered from three sites, however it is not possible to establish at which of the three sites these contacts were made despite the majority of contacts appearing around the Upton community Centre in the Hough Green area.

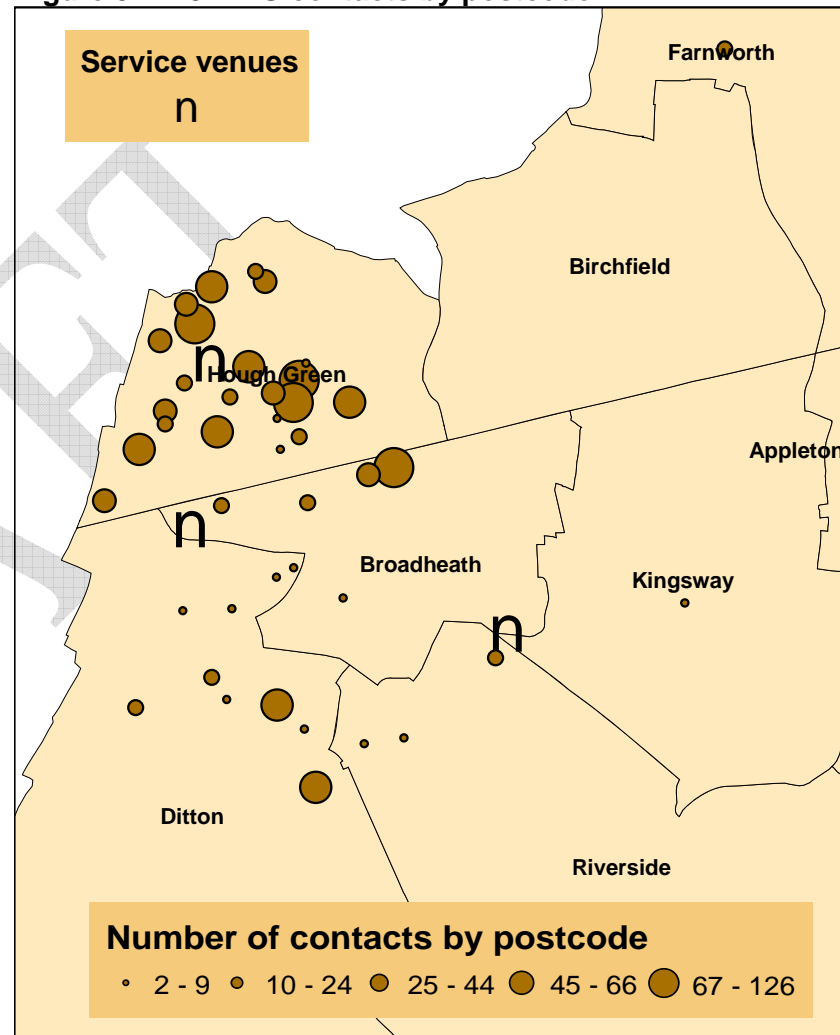
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Figure 3.4.2.2 Families accessing HFG by postcode



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Figure 3.4.2.3 HFG contacts by postcode



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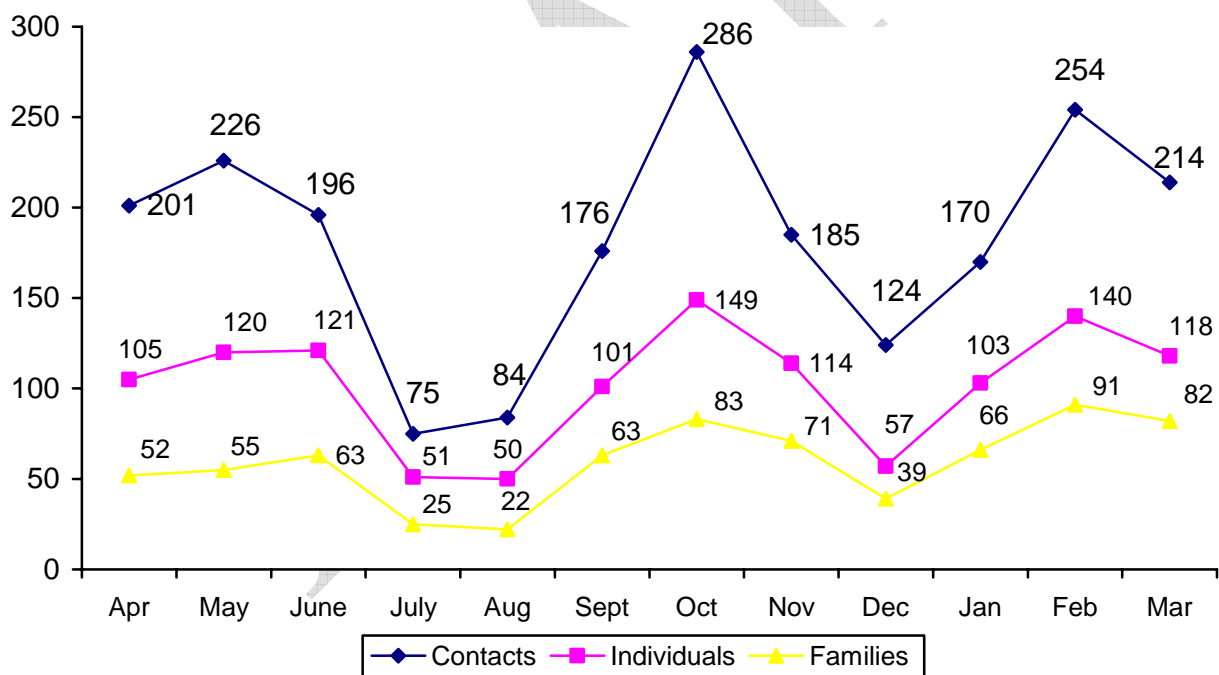
3.4.3 Contact and Support

All contacts made by Trailblazer staff to support service users are recorded on the database under Contact and Support. Such contacts are made outside of services/activities and are made by a variety of staff including the Play Development Workers, Family Support Workers, Halton Library Services and the CAB. The following information was retrieved from the database regarding Contact and Support:

- a total of 2,191 contacts were recorded under Contact and Support between 1st April 2004 and 31st March 2005;
- contacts were made in each of the 12 months during this period;
- these contacts represented a total of 580 individuals from 308 different families.

Figure 3.4.3.1 shows the distribution of the 2,191 contacts between 1st April 2004 and 31st March 2005. The number of contacts fluctuates throughout the 12-month period with large drops in the holiday periods of July and August.

Figure 3.4.3.1 Contact and Support

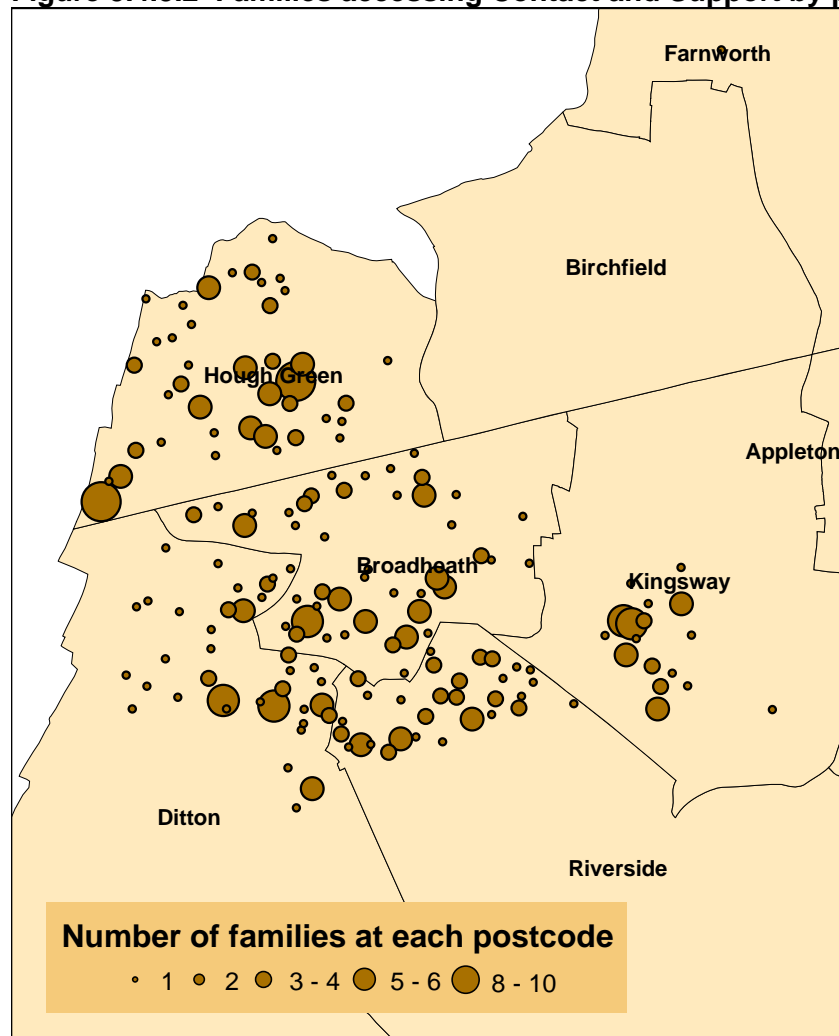


When examining Contact and Support by postcode, 21 contacts made by four families were not identifiable. As a result, the analysis of postcoded data examines 2,170 contacts made by 304 families. There are a wide spread of families coming from 35 different postcode areas. Those postcode areas with higher numbers of families recorded under Contact and Support generally have high levels of contacts. Figure 3.4.3.2 shows the geographical distribution of those who have accessed or been

supported through Contact and Support services. Appendix 1.3 illustrates the number of contacts and postcode area for those families who have received Contact and Support services. Figure 3.4.3.3 illustrates the number of contacts made by postcode. The maps indicate widespread access by families throughout the Sure Start Widnes Trailblazer area and a relatively even distribution with regards to the number of contacts made with Sure Start Widnes Trailblazer service users.

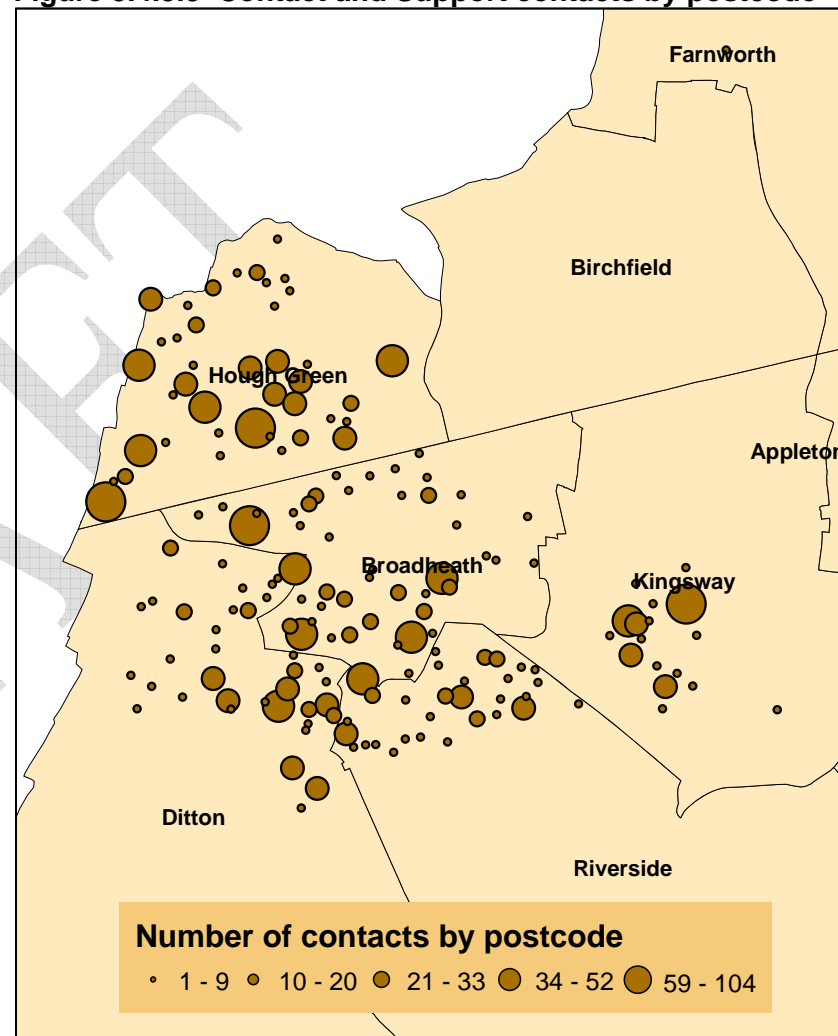
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Figure 3.4.3.2 Families accessing Contact and Support by postcode



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Figure 3.4.3.3 Contact and Support contacts by postcode



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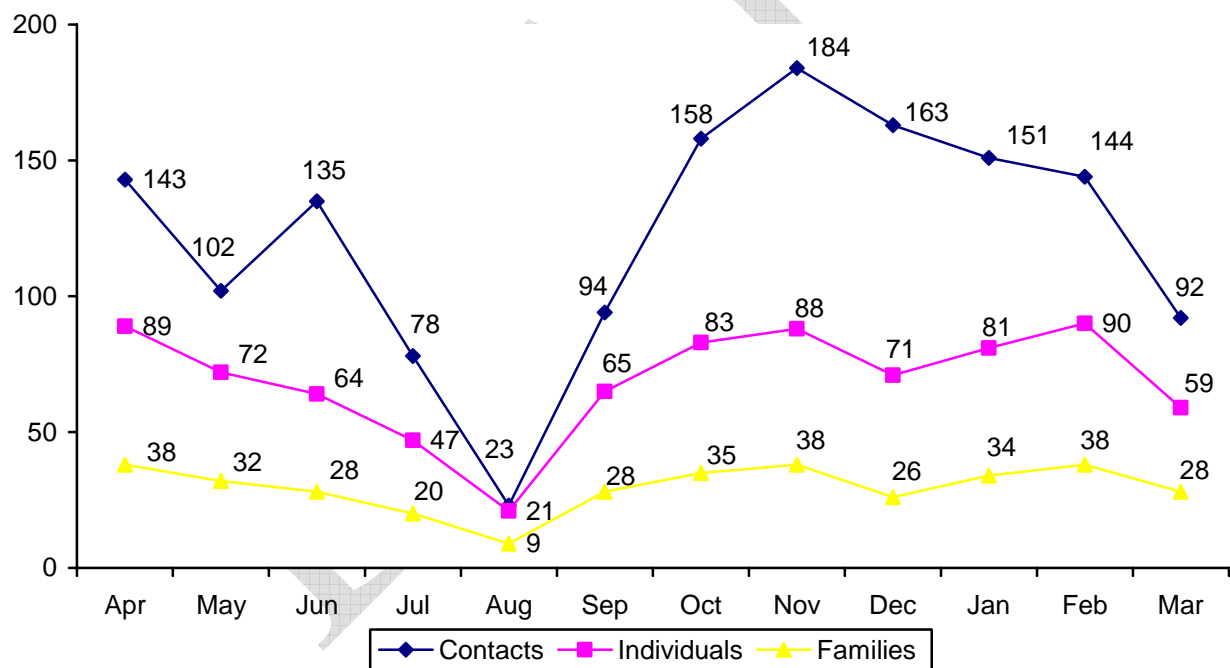
3.4.4 Home Visits

Home Visits undertaken to those registered with Sure Start Widnes Trailblazer were carried out by a variety of staff including: Family Support Worker; Speech and Language Therapist; Health Visitor; Behaviour Support; Portage Service; and CAB. The following information was retrieved from the database regarding Home Visits:

- a total of 1,467 contacts were recorded under Home Visits between 1st April 2004 and 31st March 2005;
- contacts were made in each of the 12 months during this period;
- these contacts represented a total of 377 individuals from 161 different families.

Figure 3.4.4.1 shows the distribution of the 1,467 contacts between 1st April 2004 and 31st March 2005. The number of users fluctuates throughout the 12-month period. The notable exception appears around the holiday period in August with just 23 contacts.

Figure 3.4.4.1 Home Visits

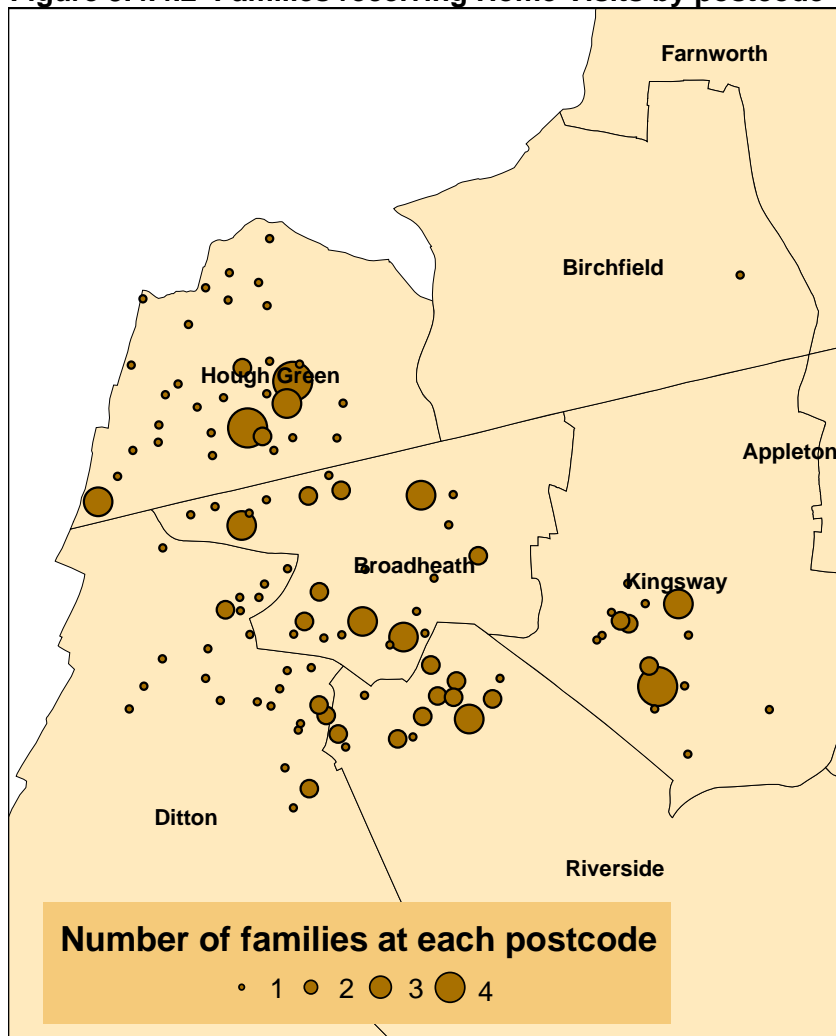


When examining Home Visits by postcode, 11 contacts made with two families were not identifiable. As a result, the analysis of postcoded data examines 1,456 contacts made to 161 families. There are a large number of services being delivered in the home, with those families receiving services coming from 31 different postcode areas. However, 48% of contacts (702 contacts) received through Home Visits were made to just 26% of families (42 families). These families come from five postcode areas (WA8 4T, WA8 7X, WA8 8A, WA8 8Q and WA8 8S). Appendix 1.4 illustrates the number of

contacts and the number of families who have received Home Visits by postcode area. Figure 3.4.4.2 illustrates the distribution of those families who have received Home Visits, showing a wide spread of families accessing home services. Despite 48% of contacts being made by 5 postcode areas, as Figure 3.4.4.3 illustrates the number of Home Visit contacts made by postcode appears to be widespread throughout the Trailblazer area.

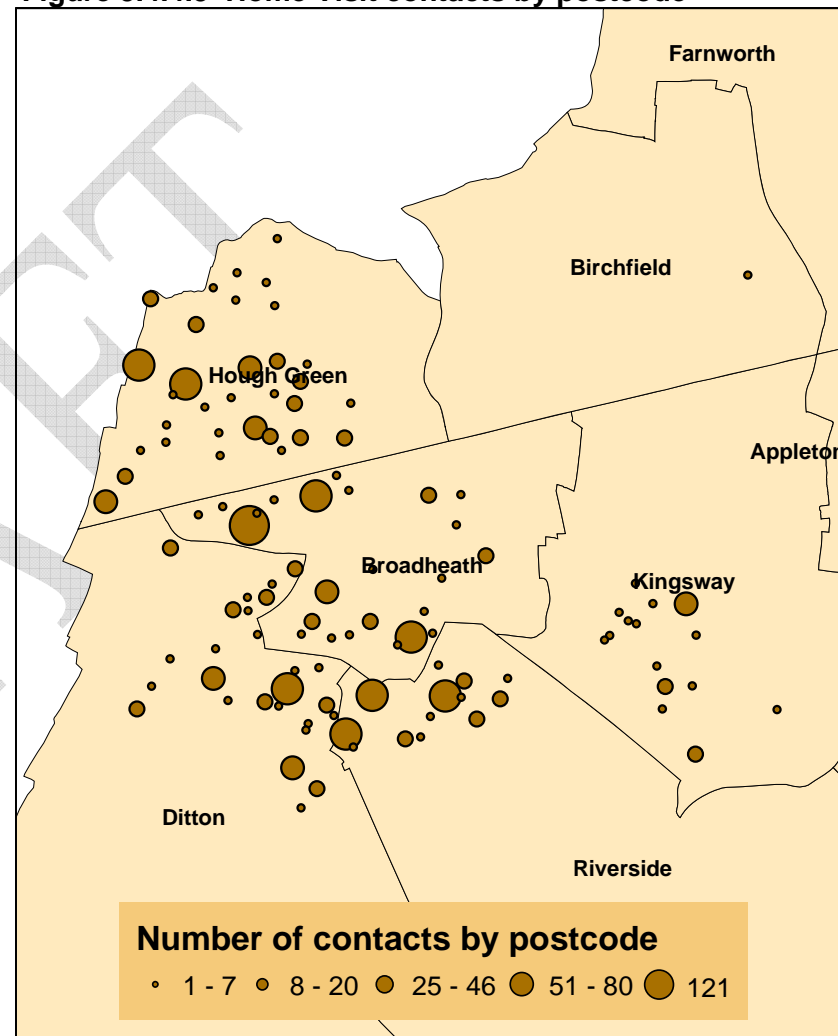
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Figure 3.4.4.2 Families receiving Home Visits by postcode



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Figure 3.4.4.3 Home Visit contacts by postcode



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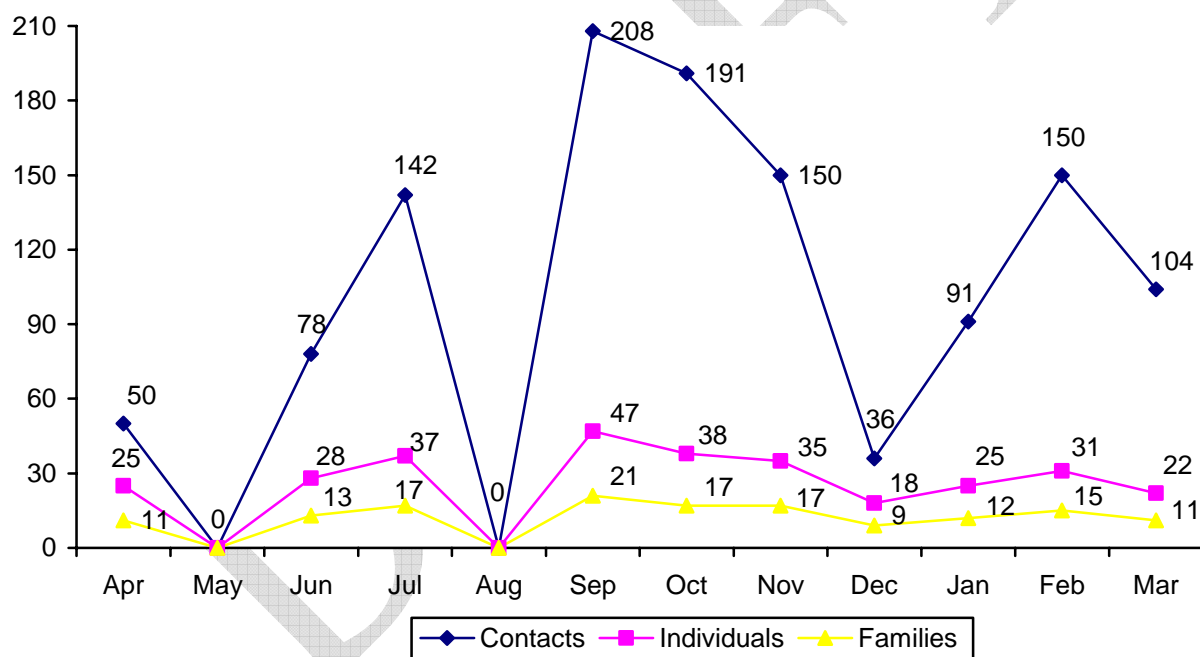
3.4.5 Creepy Crawlies

Creepy Crawlies is held in Ditton. This service is primarily run by both the Family Support Worker and Play Development Worker. The following information was retrieved from the database regarding Creepy Crawlies:

- a total of 1,200 contacts were recorded for Creepy Crawlies sessions between 1st April 2004 and 31st March 2005;
- sessions were undertaken in each of the 12 months during this period;
- these contacts represented a total of 102 individuals from 47 different families.

Figure 3.4.5.1 shows the distribution of the 1,200 contacts over the 12-month period. The numbers of users of Creepy Crawlies fluctuates over the 12-month period with no contacts occurring in May and August.

Figure 3.4.5.1 Creepy Crawlies contacts

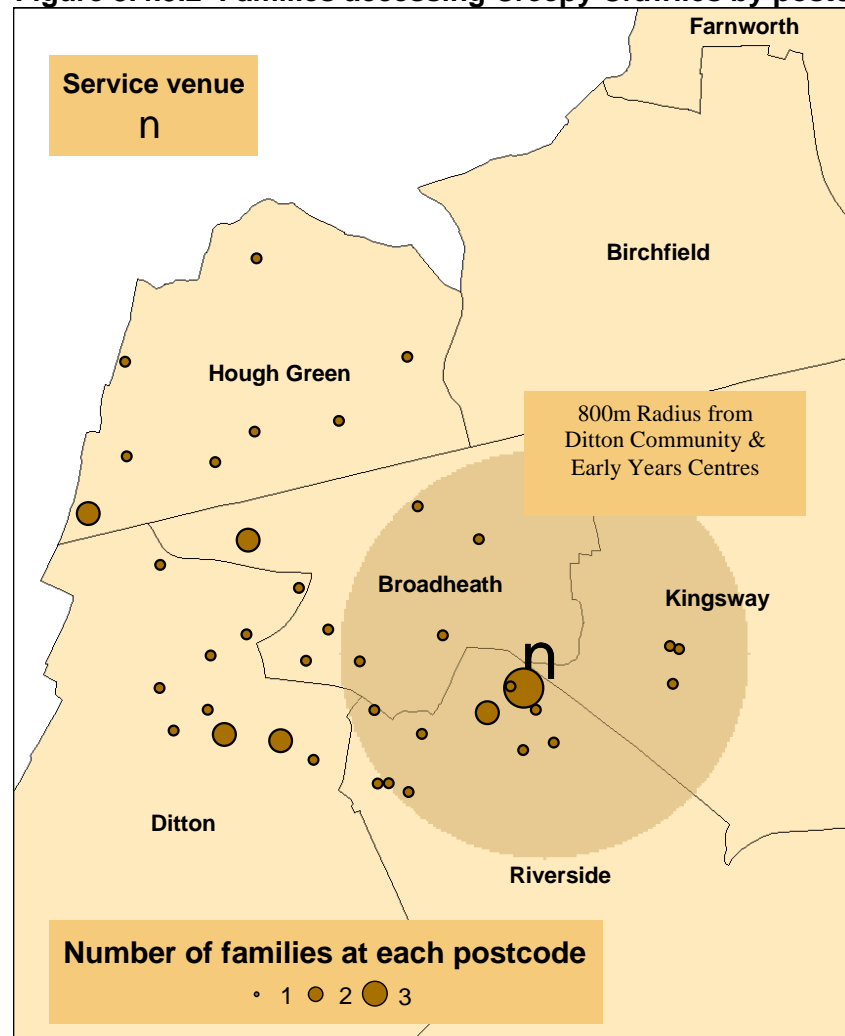


When examining Creepy Crawlies contacts by postcode, all contacts were identifiable. Service users came from a wide distribution of areas with families coming from 21 postcode areas. Once again there were a number of postcode areas which had more families using Creepy Crawlies and subsequently more contacts. 62% of all contacts were made by 23 families from 5 postcode areas (WA8 4X, WA8 7E, WA8 8A, WA8 8B and WA8 8E). Appendix 1.5 illustrates the number of contacts and the number of families who have accessed Creepy Crawlies services by postcode area. Figure 3.4.5.2 shows the geographical distribution of those who have attended the Creepy

Crawlies sessions using graduated symbols. Figure 3.4.5.3 illustrates the number of Creepy Crawlies contacts by postcode. There appears to have been a greater number of families accessing Creepy Crawlies in the south of the Trailblazer area, in close proximity to Ditton Community Centre, where Creepy Crawlies sessions are held. When examining the number of contacts, the majority of user contacts with Creepy Crawlies were also made by people living in the south of the area in close proximity to where the activity is undertaken.

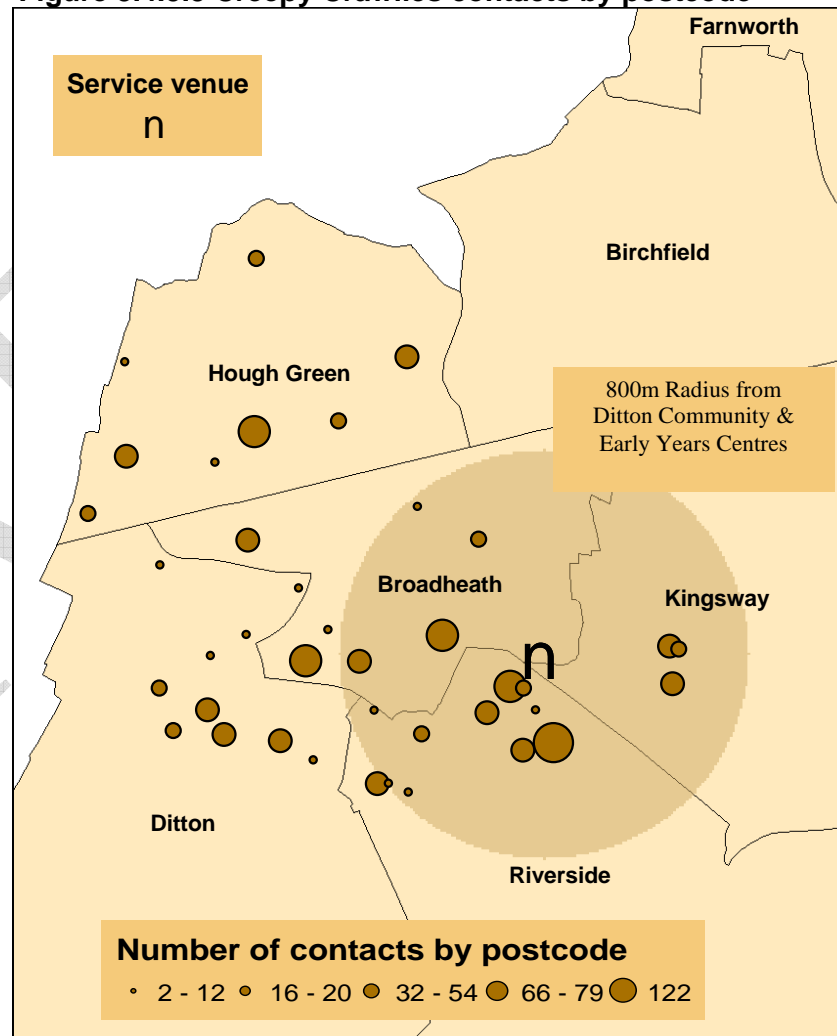
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Figure 3.4.5.2 Families accessing Creepy Crawlies by postcode



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Figure 3.4.5.3 Creepy Crawlies contacts by postcode



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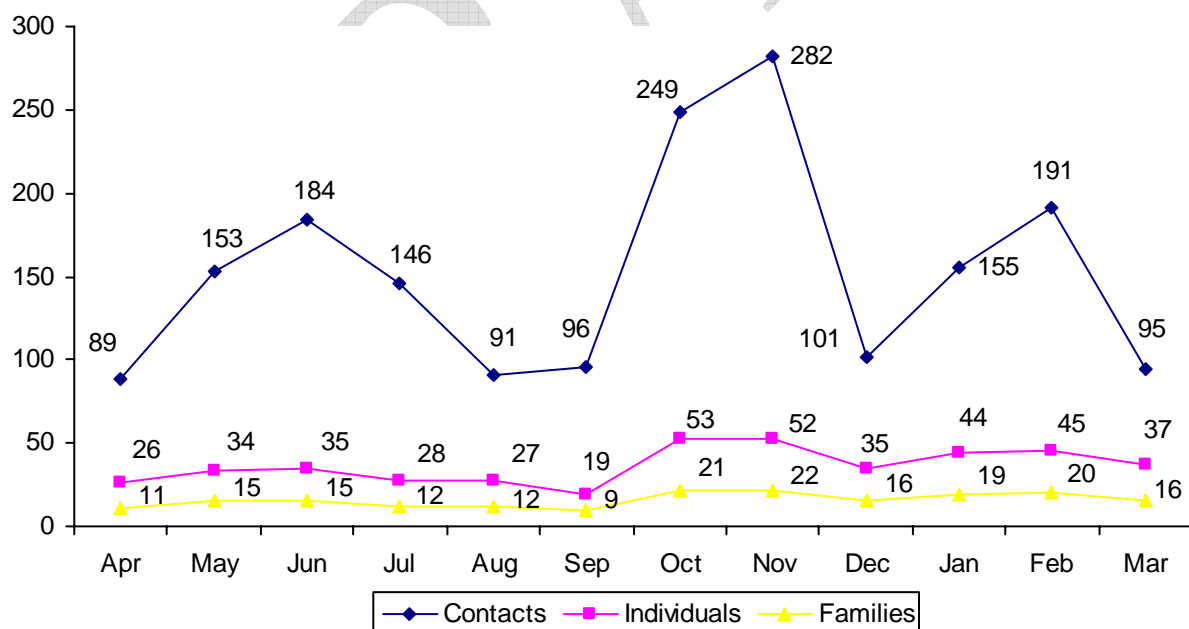
3.4.6 Early Learning Group

The Early Learning Group operates from Ditton Early Years Centre (Monday morning), Ditton Library (Monday afternoon) and All Saints School (Tuesday morning). This service is delivered by a number of workers including a Family Support Worker, Play Development Worker, Family Reading Officer, Community Development Worker and a volunteer. The following information was retrieved from the database regarding the Early Learning Group:

- a total of 1,832 contacts were recorded for the Early Learning Group between 1st April 2004 and 31st March 2005;
- there were contacts with the Early Learning Group for each month during the entire 12-month period;
- these contacts represented a total of 39 different families and 150 different individuals.

Figure 3.4.6.1 shows the distribution of the 1,832 contacts over the 12-month period. There is not a clear pattern to the number of contacts. October and November 2004 had the greatest number of contacts when compared to the whole 12-month period.

Figure 3.4.6.1 Early Learning Group contacts



When examining the Early Learning Group contacts by postcode, 47 contacts made by one family were not identifiable. As a result, the analysis of postcoded data examines 1,785 contacts made by 38 families. There appears to be a wide geographical spread of families accessing Early Learning Groups with users coming from 20 postcode

areas. Seventy-four percent of contacts (1,332 contacts) were made by just 50% of those families using the Early Learning Group (19 families). These families come from six postcode areas (WA8 4P, WA8 7E, WA8 8A, WA8 8E, WA8 8Q and WA8 8S). Appendix 1.6 illustrates the number of contacts and the number of families who have accessed Early Learning Group services by postcode area. Figure 3.4.6.2 shows the geographical distribution of those who have attended the Early Learning Group by postcode using graduated symbols. Figure 3.4.6.3 illustrates the number of Early Learning Group contacts by postcode also using graduated symbols. Early Learning Group services are delivered from three sites, however from the map it is not possible to establish at which of the three sites these contacts were made. When examining the distribution of families using Early Learning Group services the majority appear to come from the south of the Trailblazer area. It would also appear the majority of contacts were made by service users living in the south as illustrated in Figure 3.4.6.3.

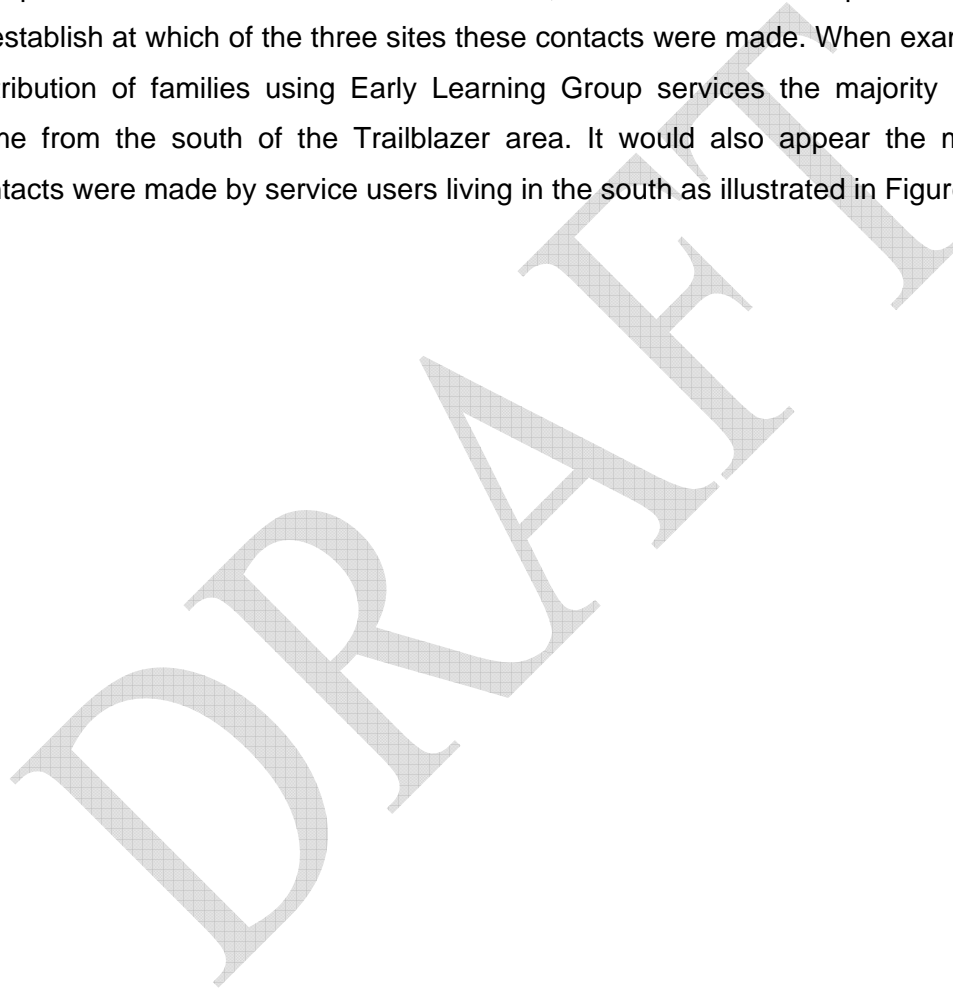
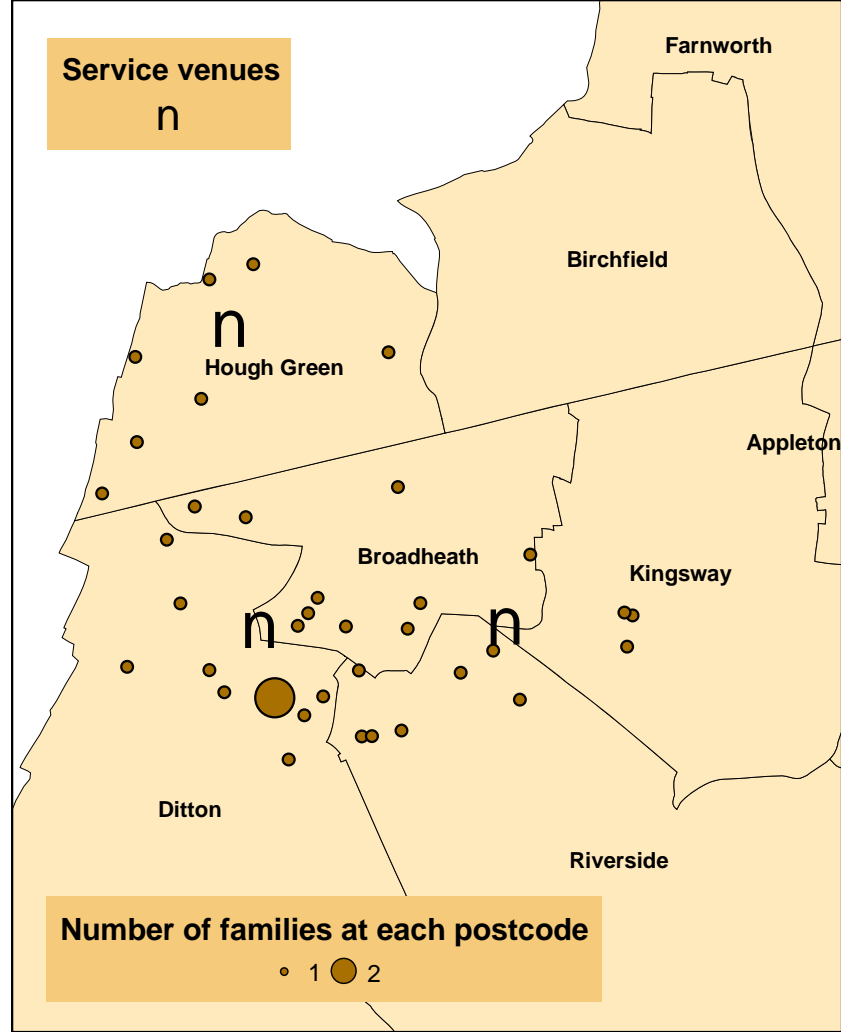
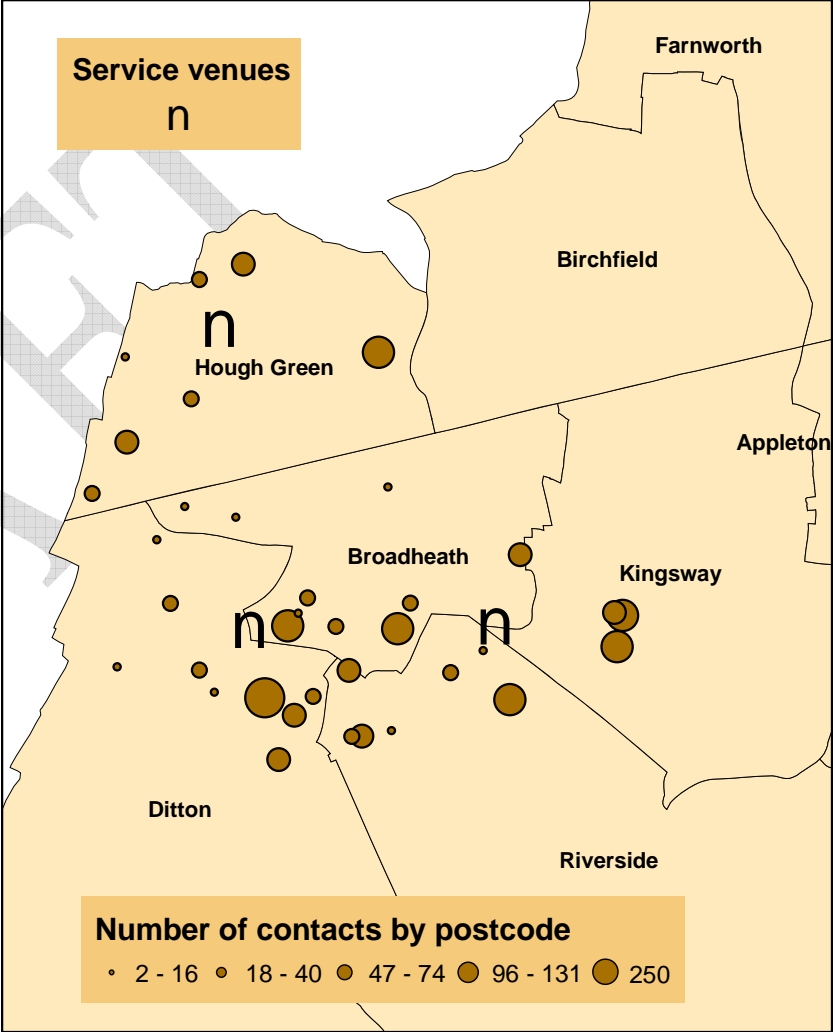


Figure 3.4.6.2 Families accessing the Early Learning Group by postcode



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Figure 3.4.6.3 Early Learning Group contacts by postcode



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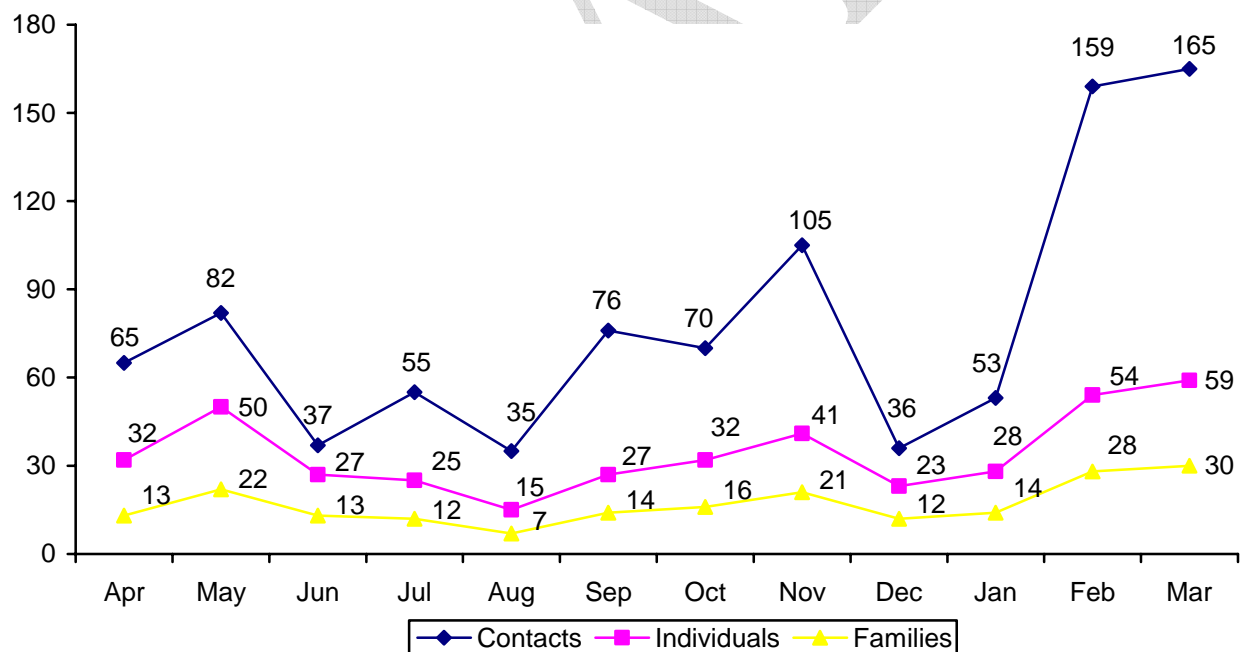
3.4.7 Musical Minis

Musical Minis operates from both Oakfield School (Monday morning) and Ditton Community Centre (Thursday afternoon). Musical Minis is run by the Play Development Worker. The following information was retrieved from the database regarding Musical Minis:

- a total of 938 contacts were recorded for the Musical Minis between 1st April 2004 and 31st March 2005;
- there were contacts for Musical Minis for the entire 12-month period;
- these contacts represented a total of 72 different families and 150 different individuals.

Figure 3.4.7.1 illustrates the distribution of the 938 contacts over the 12-month period. There is not a clear pattern to the number of contacts. Both February and March 2005 have a substantial increase in the number of contacts recorded when compared with the previous months.

Figure 3.4.7.1 Musical Minis contacts

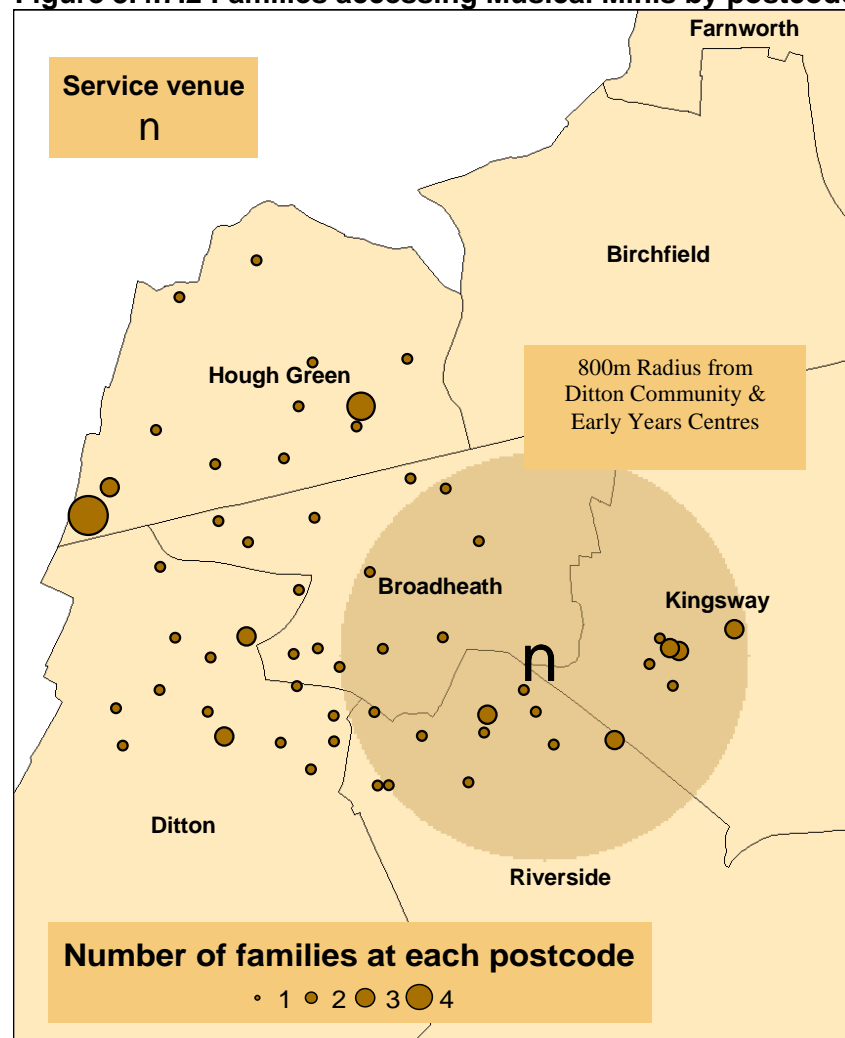


When examining Musical Minis contacts by postcode, 18 contacts made by two families were not identifiable. As a result, the analysis of postcoded data examines 920 contacts made by 70 families. The families using Musical Minis come from 28 postcode areas. Seventy-three percent of contacts (675 contacts) were made by 49% of those families using Musical Minis (34 families). These families come from just six

postcode areas (WA8 4P, WA8 7E, WA8 8A, WA8 8B, WA8 8E and WA8 8H). Appendix 1.7 illustrates the number of contacts and the number of families who have accessed Musical Minis services by postcode area. Figure 3.4.7.2 shows the geographical distribution of those who attended Musical Minis, whilst Figure 3.4.7.3 illustrates the number of contacts made through Musical Minis by postcode. When examining the distribution of families accessing Musical Minis sessions the majority appear to come from the south of the Sure Start Widnes Trailblazer area, close to Ditton Community Centre where the service is delivered. When examining the contacts made by Musical Minis users by postcode, those living in close proximity were found to have made greater numbers of contacts as emphasised by the 800 meter radius that is indicated on the map.

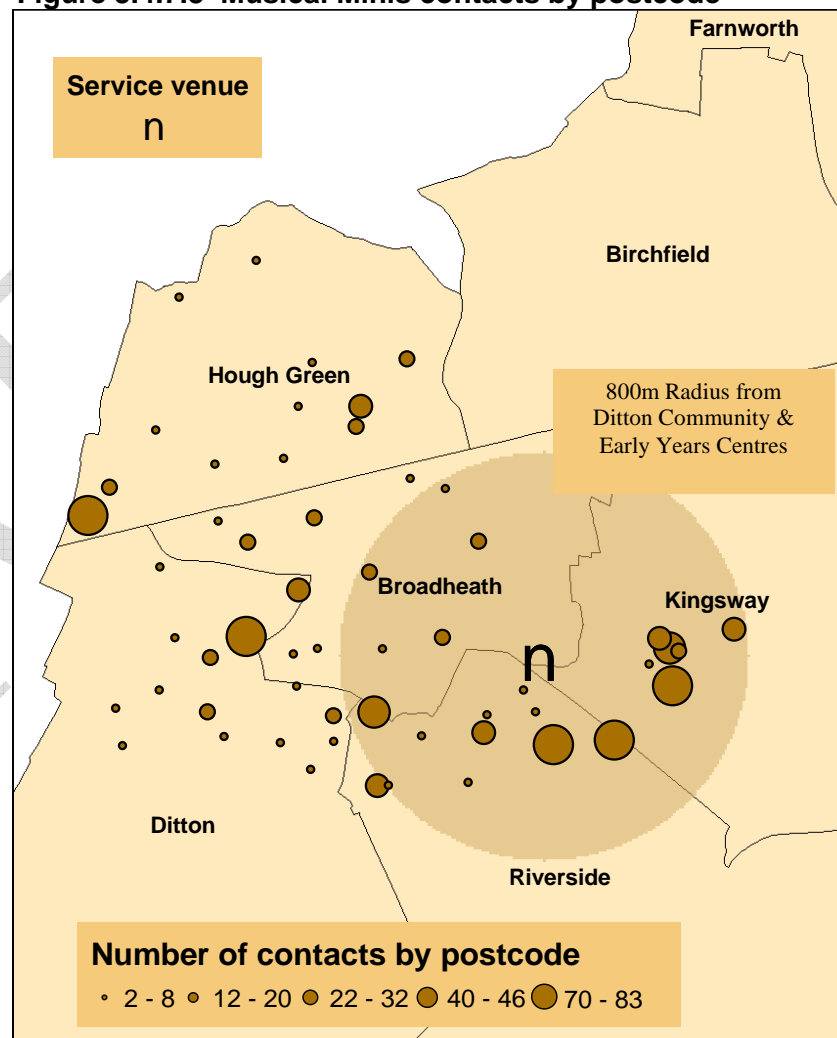
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Figure 3.4.7.2 Families accessing Musical Minis by postcode



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Figure 3.4.7.3 Musical Minis contacts by postcode



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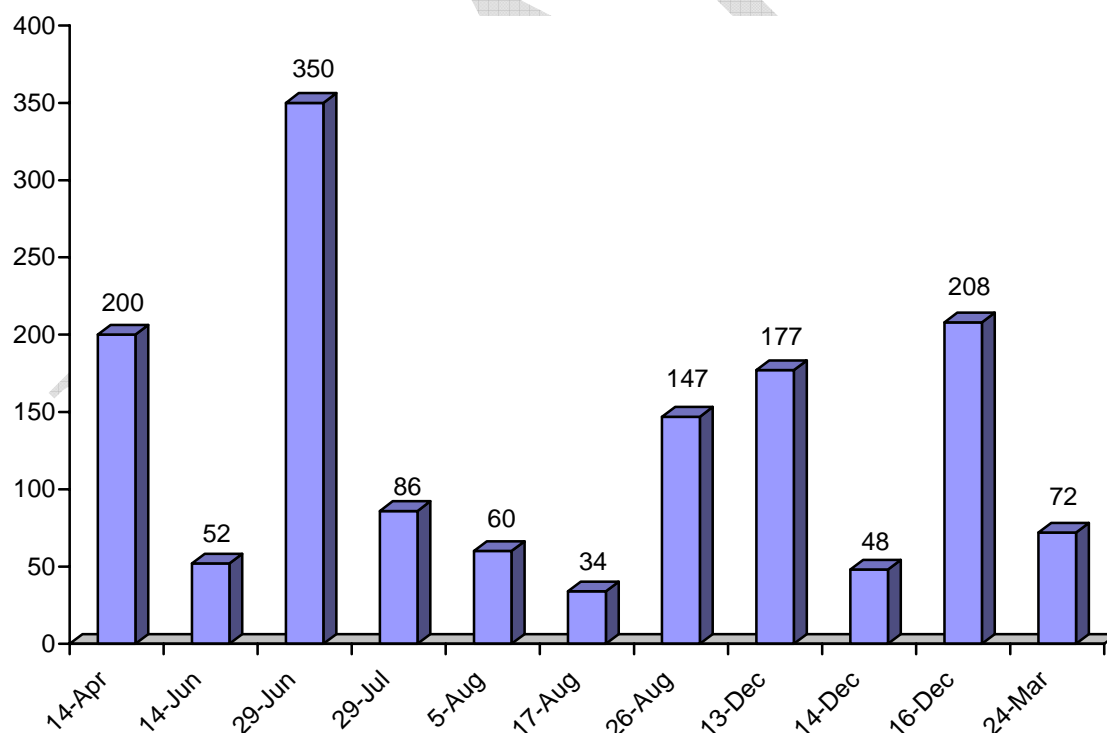
3.4.8 Fundays

Fundays are one-off events held at various points in the year. These events are often run by a multitude of Sure Start Trailblazer staff. The following information was retrieved from the database regarding Fundays:

- 11 Fundays were held during the year;
- a total of 1,434 contacts were recorded for the Fundays between 1st April 2004 and 31st March 2005;
- these contacts represented a total of 95 different families and 234 different individuals.

Figure 3.4.8.1 shows the distribution of the 1,434 contacts over the 12-month period. It is not possible to establish patterns of usage with Fundays due to the fact these are one-off events.

Figure 3.4.8.1 Fundays contacts

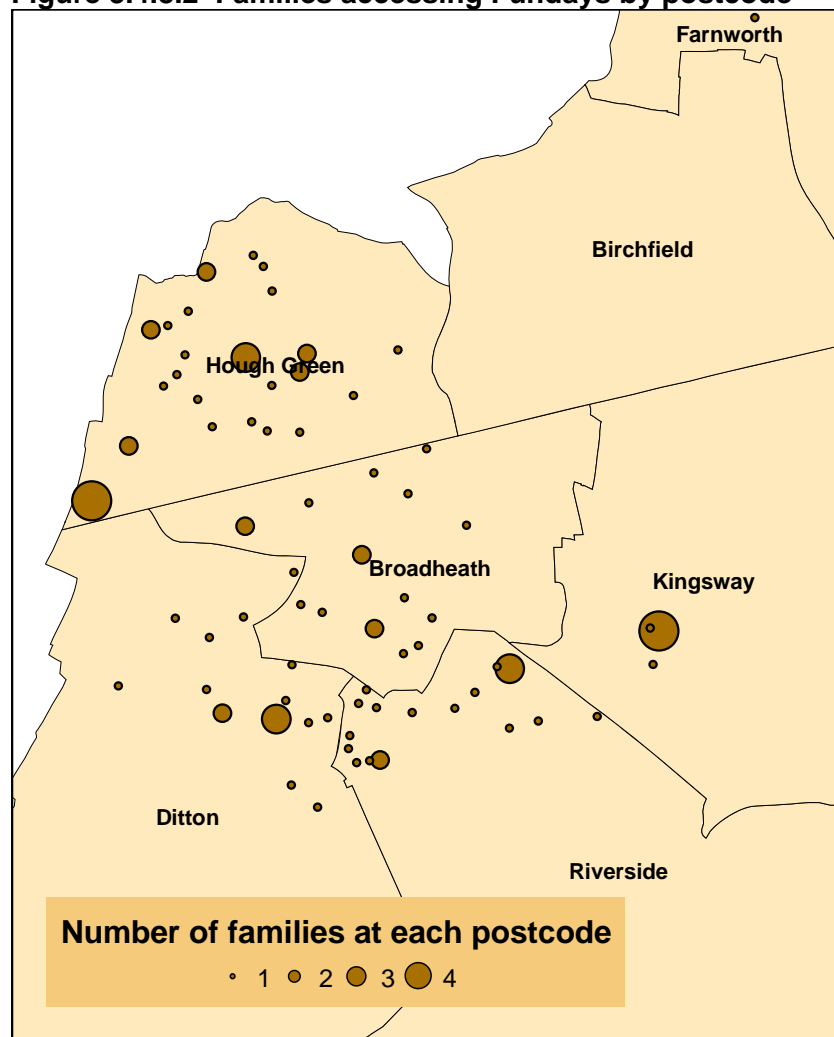


When examining Fundays contacts by postcode, 11 contacts made by one family were not identifiable. As a result, the analysis of postcoded data examines 1,423 contacts made by 94 families. The families attending Fundays come from 25 postcode areas. Appendix 1.8 illustrates the number of contacts and the number of families who have

accessed Fundays by postcode area. Figure 3.4.8.2 shows the geographical distribution of those families who have accessed Fundays using graduated symbols. Figure 3.4.8.3 illustrates the number of Fundays contacts made by postcode. The maps indicate widespread access to Fundays by families throughout the Sure Start Widnes Trailblazer area. When examining the number of contacts made through Fundays, it appears to be a relatively even distribution of contacts made throughout the Sure Start Widnes Trailblazer area.

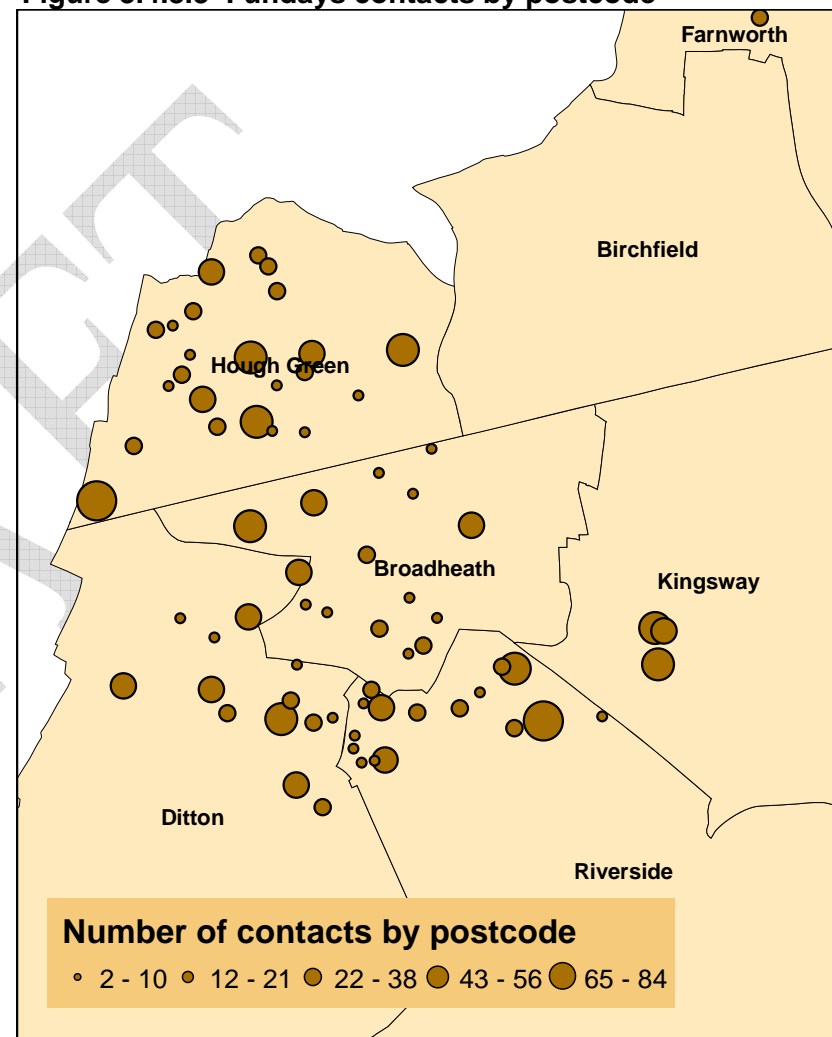
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Figure 3.4.8.2 Families accessing Fundays by postcode



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Figure 3.4.8.3 Fundays contacts by postcode



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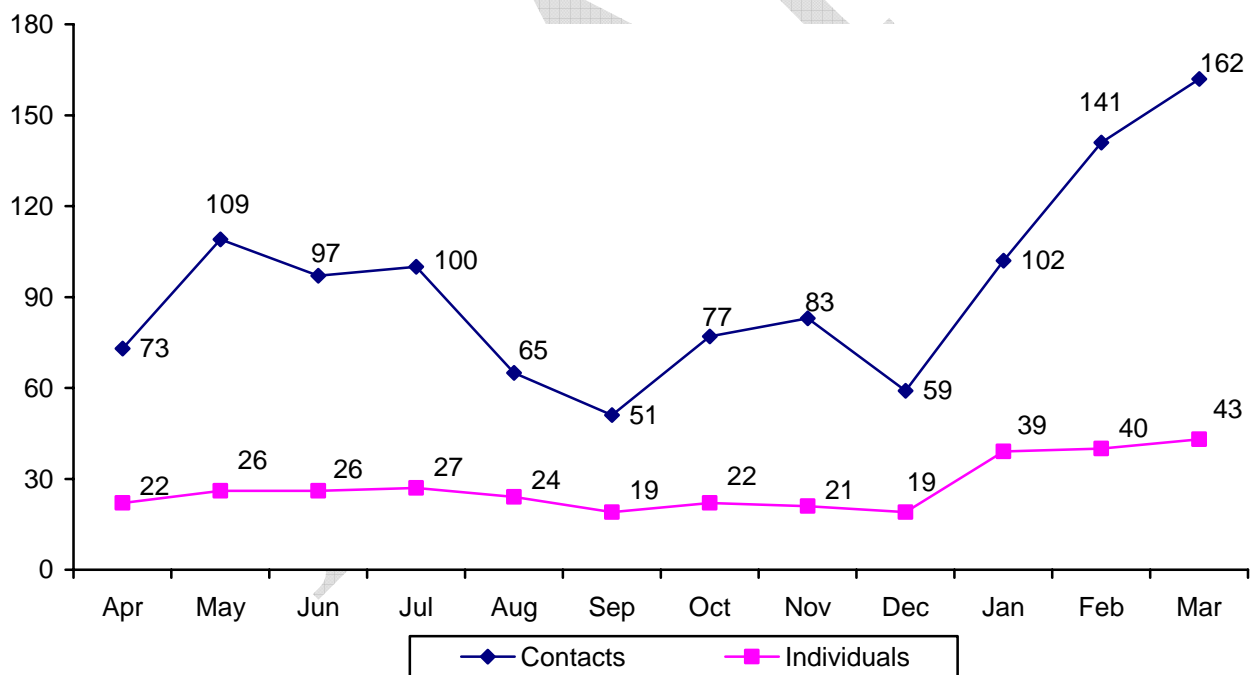
3.4.9 Crèche

The Crèche operates from both Ditton Community Centre and Ditton Library and is overseen by the Play Development Worker. Crèche services are run to provide crèche facilities for those parents accessing Sure Start services. The following information was retrieved from the database regarding the Crèche:

- a total of 1,119 contacts were recorded for the Crèche between 1st April 2004 and 31st March 2005;
- there were contacts in each month for the Crèche over the 12-month period;
- these contacts represented a total of 61 different families and 79 different individuals.

Figure 3.4.9.1 shows the distribution of the 1,119 contacts over the 12-month period. There is no a clear pattern to the number of contacts. The highest number of contacts recorded in a single month can be seen in March 2005 (162 contacts).

Figure 3.4.9.1 Crèche contacts

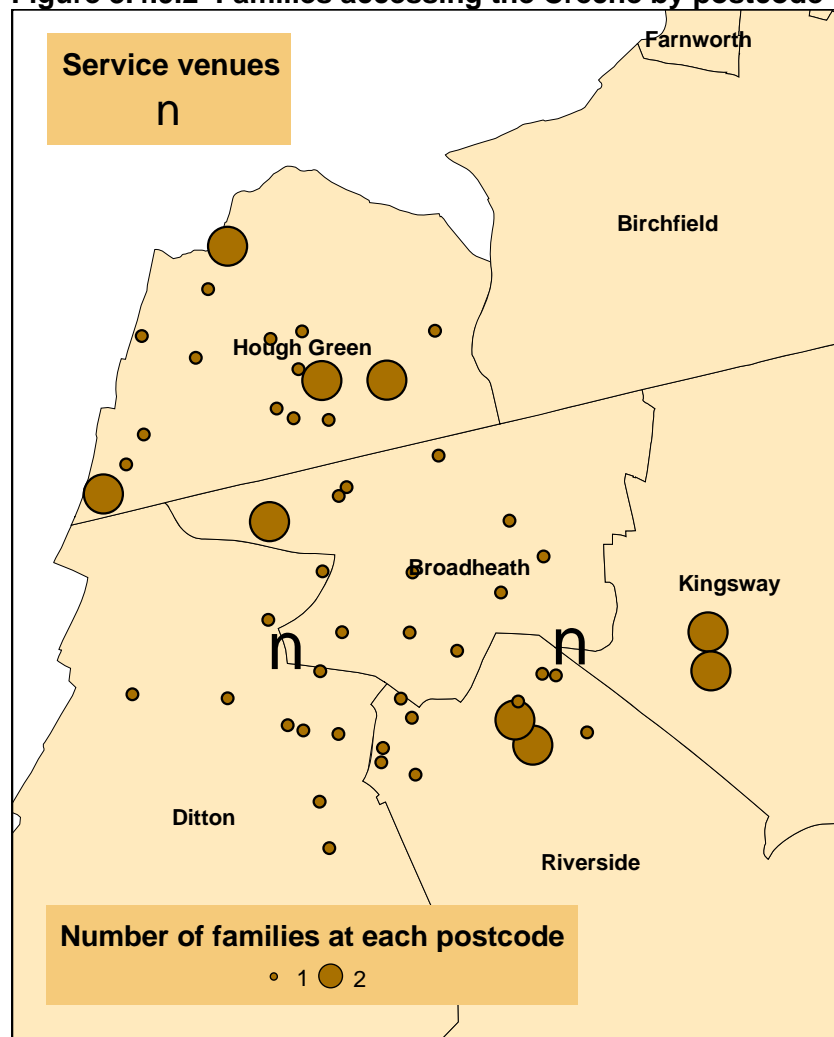


When examining Crèche contacts by postcode, all contacts were identifiable by postcode. Families using the Crèche came from 20 different postcode areas, with each area registering a substantial number of contacts over the course of the 12-month period. Appendix 1.9 illustrates the number of contacts and the number of families who have accessed Crèche services by postcode. Figure 3.4.9.2 shows the geographical distribution of those who have used the Crèche using graduated symbols, whilst Figure

3.4.9.3 illustrates the number of contacts by postcode area. The maps indicate widespread access to the Crèche service throughout the whole of the Sure Start Trailblazer Area despite both Crèche facilities being based in the south of the Trailblazer area (Ditton Library and Ditton Community Centre). This is supported when examining the number of contacts made through the Crèche, which appears to be evenly distributed throughout the Trailblazer area.

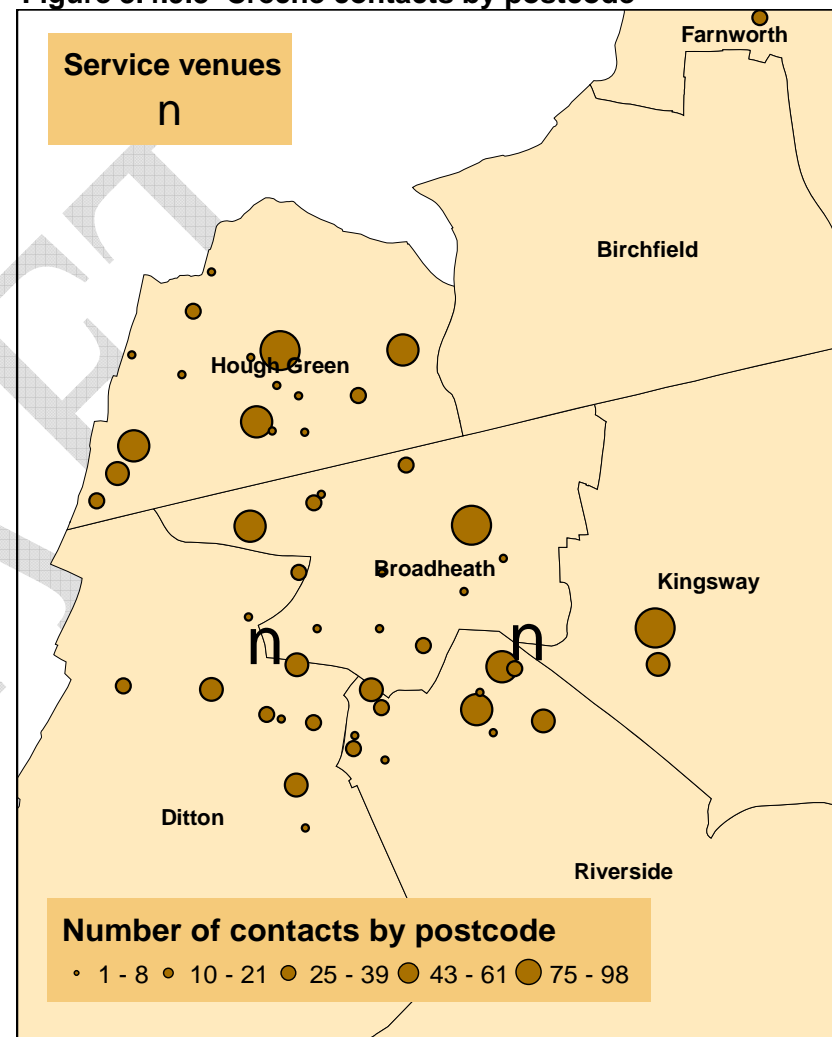
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Figure 3.4.9.2 Families accessing the Crèche by postcode



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Figure 3.4.9.3 Crèche contacts by postcode



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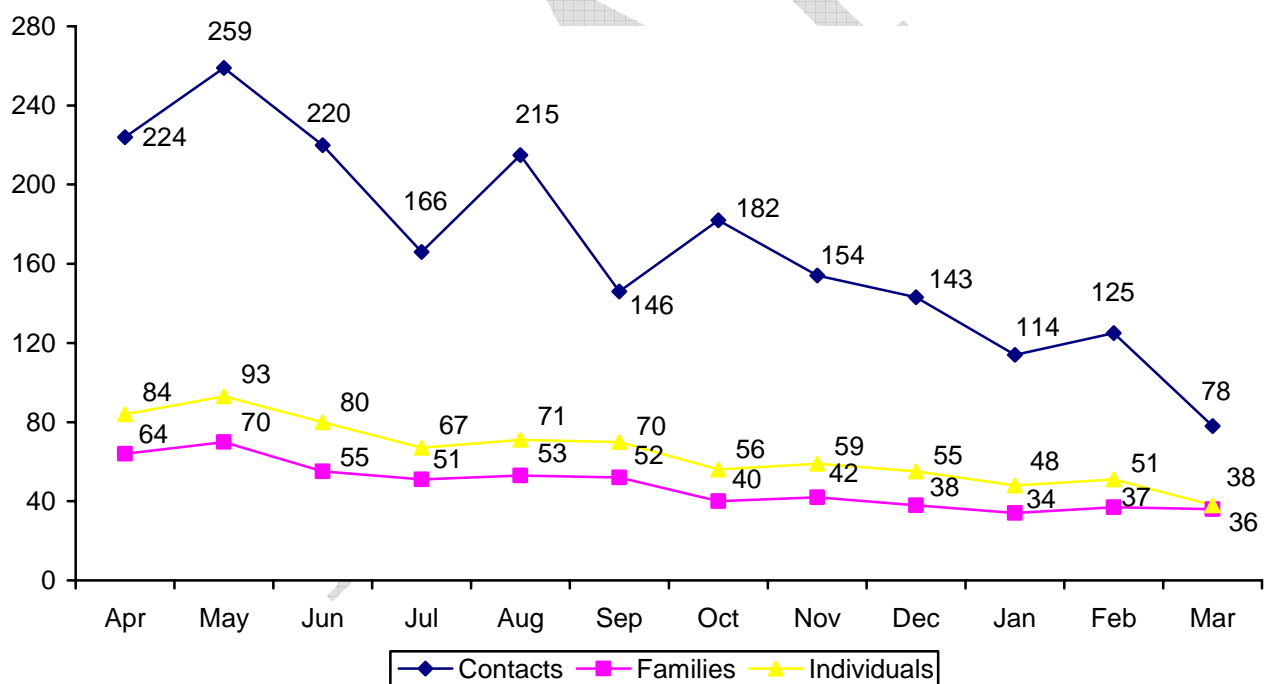
3.4.10 Midwives Advice

Midwives provided support and advice to pregnant women in the Trailblazer area. During these sessions mothers-to-be are informed of the Sure Start services and encouraged to attend services. Such episodes are recorded on the Sure Start Trailblazer database. The following information was retrieved regarding Midwives Advice contacts:

- a total of 2,026 contacts were recorded as Midwives Advice between 1st April 2004 and 31st March 2005;
- sessions were undertaken in each of the 12 months during this period;
- these contacts represented a total of 321 individuals from 185 different families.

Figure 3.4.10.1 shows the distribution of the 2,026 contacts over the 12-month period. The trend appears for the number of users to be decreasing throughout the 12-month period. This may reflect the number of pregnant women in the Trailblazer area.

Figure 3.4.10.1 Midwives service contacts

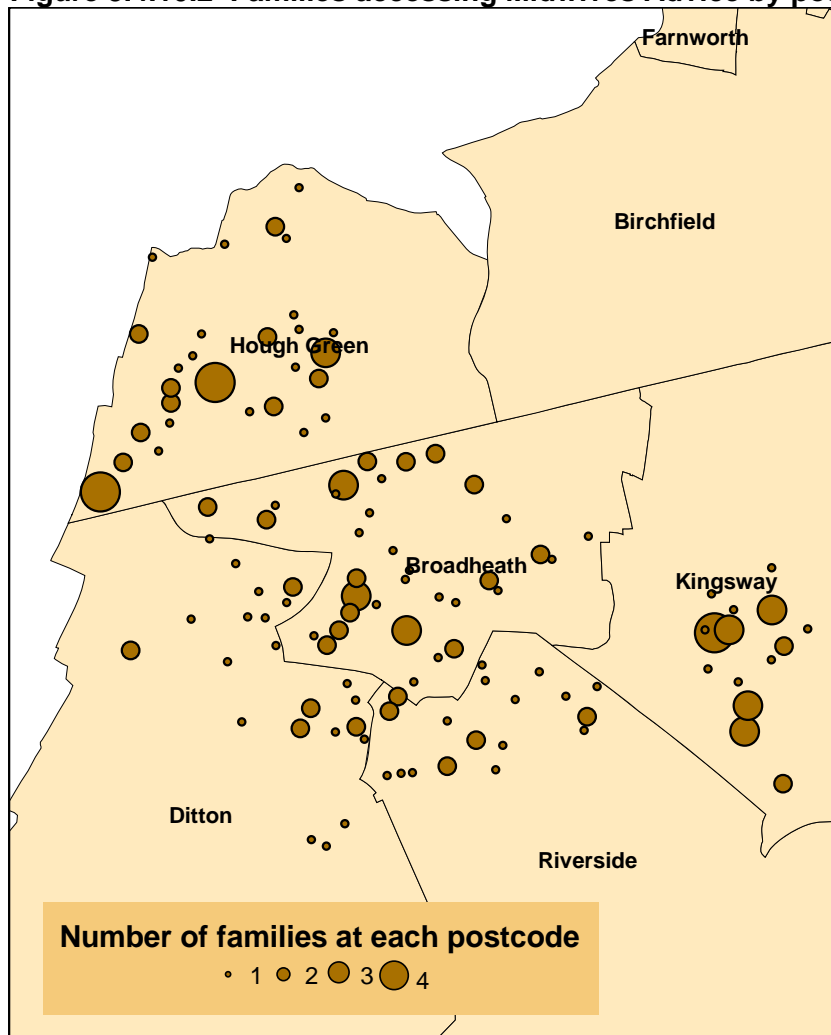


When examining Midwives contacts by postcode, 104 contacts made by seven families were not identifiable. As a result, the analysis of postcoded data examines 1,921 contacts made by 178 families. Midwives Advice service users were found to come from 27 postcode areas. There were a number of postcode areas which had a higher number of families and subsequently had used the service on a greater number of occasions. Appendix 1.10 illustrates the number of contacts and the number of

families who have accessed Midwives Advice services by postcode areas. Figure 3.4.10.2 illustrates the distribution of those families who have received Midwives Advice. Figure 3.4.10.3 illustrates the number of contacts recorded through Midwives Advice by postcode. The maps reveal a wide spread of families accessing Midwives Advice with an even distribution of contacts made through this service by those living in the Sure Start Widnes Trailblazer area.

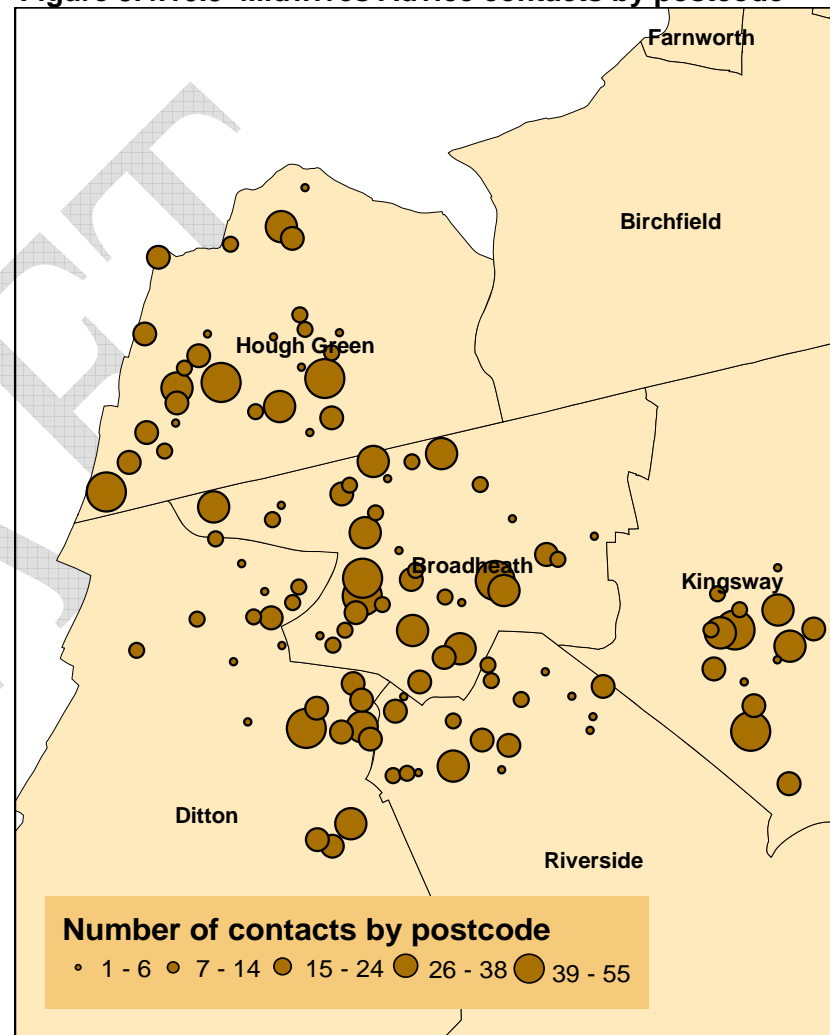
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Figure 3.4.10.2 Families accessing Midwives Advice by postcode



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Figure 3.4.10.3 Midwives Advice contacts by postcode



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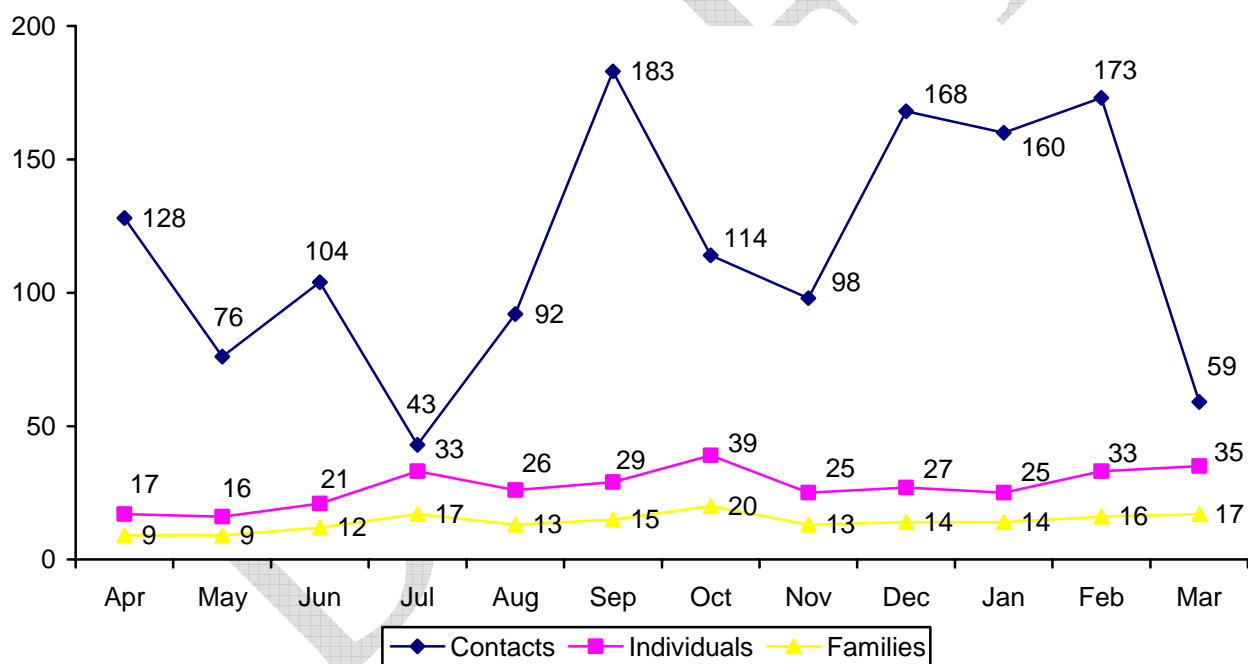
3.4.11 Pampering Group

The Pampering Group is held in Ditton Early Years Centre. This service is run by both a Health Visitor and Midwife. The following information was retrieved from the database regarding the Pampering Group:

- a total of 1,398 contacts were recorded for the Pampering Group between 1st April 2004 and 31st March 2005;
- sessions were undertaken in each of the 12 months during this period;
- these contacts represented a total of 119 individuals from 60 different families.

Figure 3.4.11.1 shows the distribution of the 1,398 contacts between 1st April 2004 and 31st March 2005. The numbers of Pampering Group users fluctuates over the 12-month period with no apparent trend in service use.

Figure 3.4.11.1 Pampering Group contacts

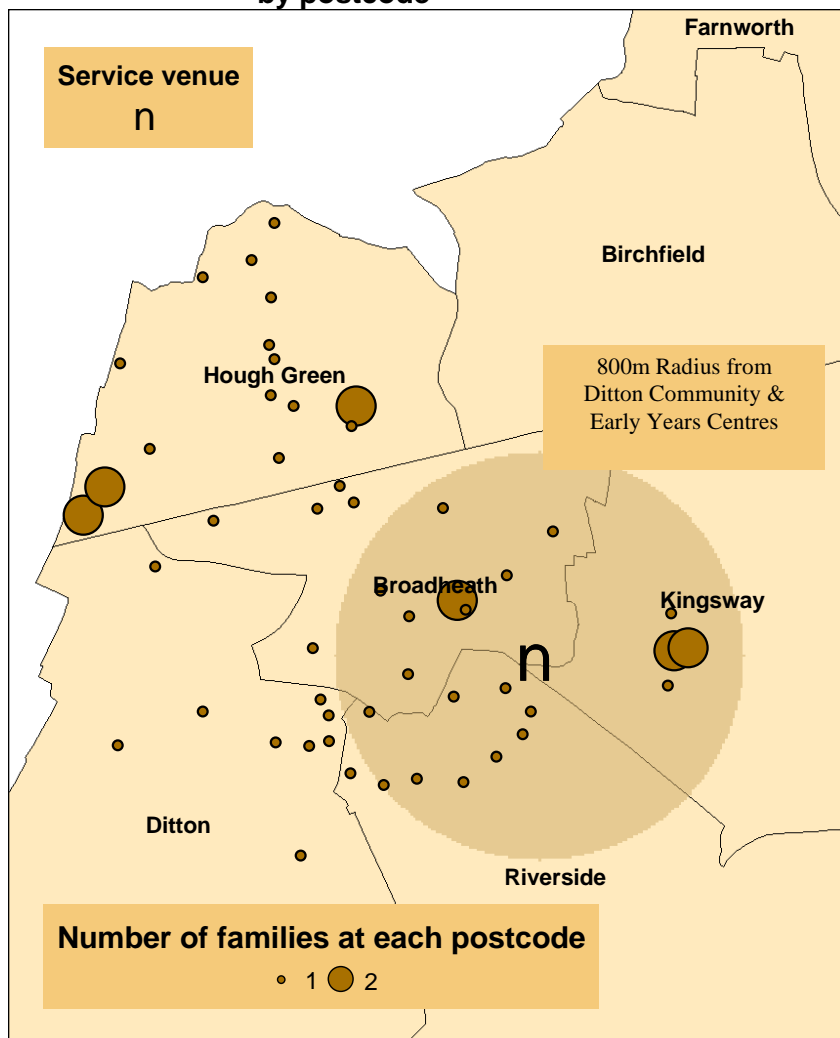


When examining the Pampering Group contacts by postcode, 4 contacts made by a single family were not identifiable. As a result, the analysis of postcoded data examines 1,394 contacts made by 59 families. There appears to be a wide spread of families when examining the postcodes services users come from. Service users were found to come from 24 postcode areas. There were a number of postcode areas which had attracted more families and had made considerably more contacts. Sixty-six percent of all contacts (927 contacts) were made by 44% of families (25 families) from five postcode areas (WA8 4Y, WA8 7E, WA8 8A, WA8 8Q and WA8 8S). Appendix

1.11 illustrates the number of contacts and the number of families who have accessed Pampering Group services by postcode area. Figure 3.4.11.2 shows the geographical distribution of those who have attended the Pampering Group sessions, whilst Figure 3.4.11.3 illustrates the number of Pampering Group contacts by postcode. The maps highlight that the majority of users and contacts were made in the south of the Sure Start Widnes Trailblazer area located in close proximity to Ditton Community Centre where the Pampering Group is held. Furthermore, those postcodes with greater numbers of contacts appear to be within or close to the 800 meter radius.

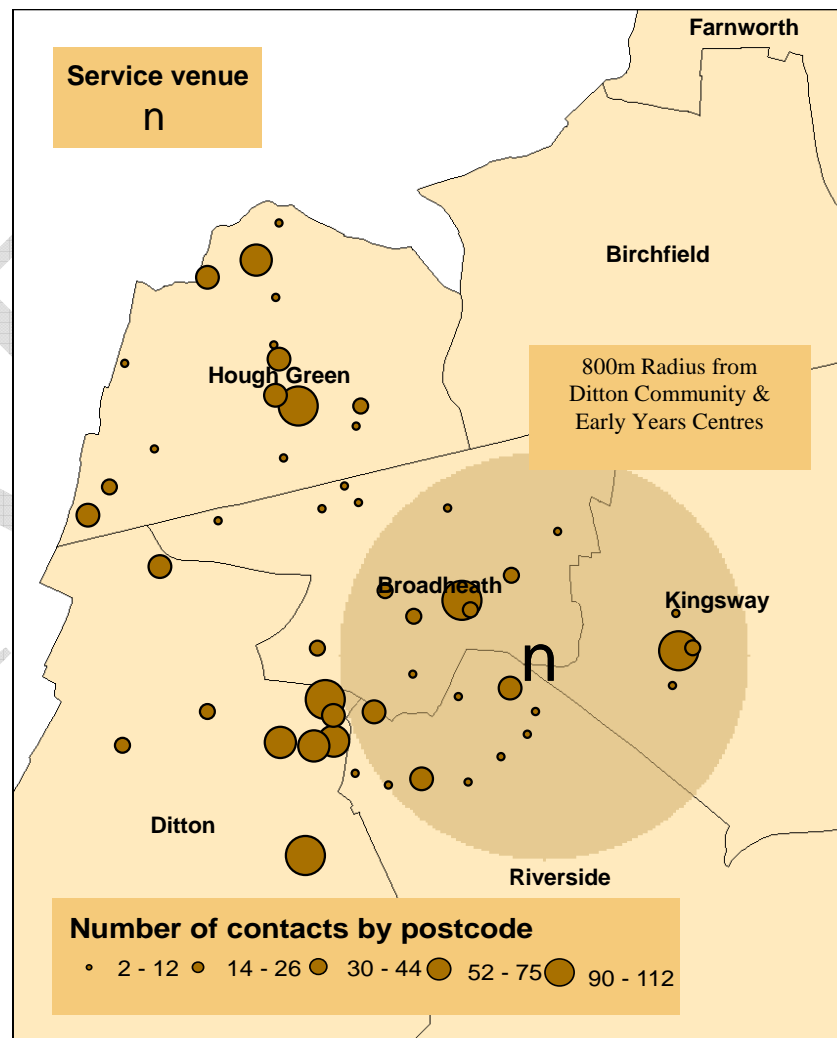
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Figure 3.4.11.2 Families accessing the Pampering Group by postcode



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Figure 3.4.11.3 Pampering Group contacts by postcode



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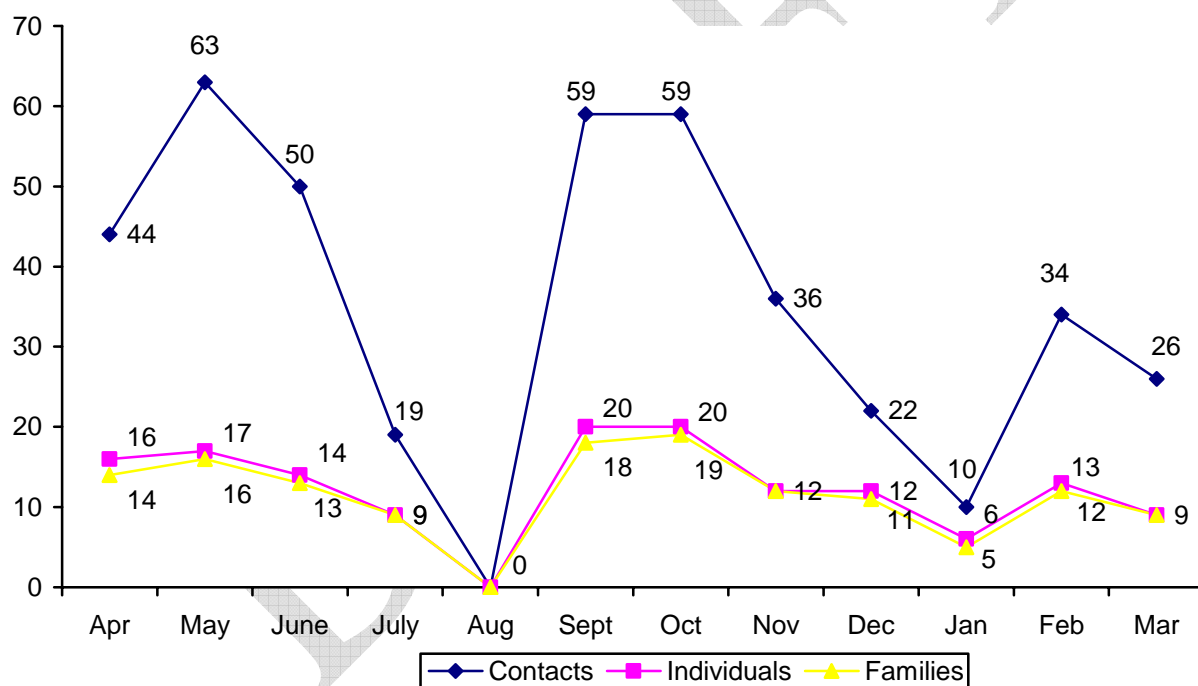
3.4.12 Adult Learning

Adult Learning sessions are held in Ditton Community Centre. This service is primarily run by the Basic Skill/Adult Education worker alongside additional tutors. The following information was retrieved from the database regarding Adult Learning sessions:

- a total of 422 contacts were recorded for Adult Learning between 1st April 2004 and 31st March 2005;
- sessions were undertaken during 11 of the 12 months during this period;
- these contacts represented a total of 41 individuals from 38 different families.

Figure 3.4.12.1 shows the distribution of the 422 contacts over the 12-month period. The numbers of users of Adult Learning fluctuates over the 12-month period with no obvious trend in service use. No contacts occurred during the month of August.

Figure 3.4.12.1 Adult Learning contacts

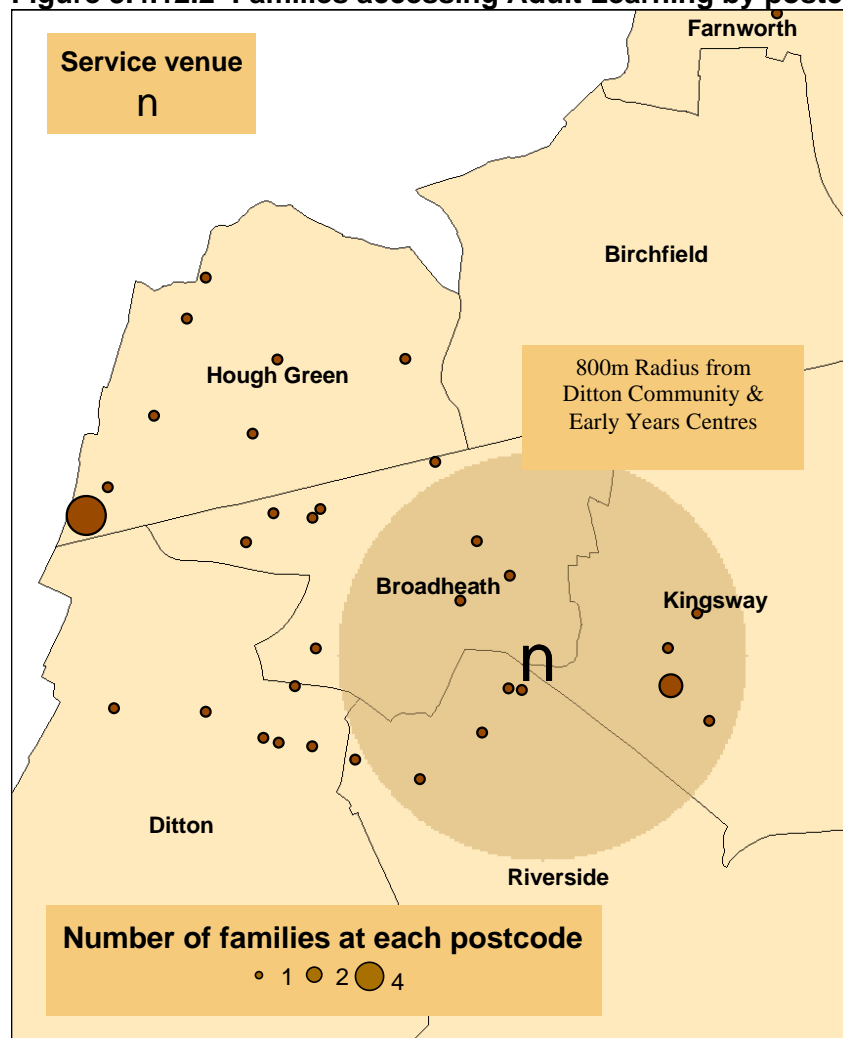


When examining the Adult Learning contacts by postcode, all contacts made by service users were identifiable, as illustrated in Figure 3.4.12.2. There appears to be a wide spread of families when examining the postcodes services users come from. Service users were found to come from 21 postcode areas. There were a number of postcode areas which had high levels of contacts. 56% of all contacts (238 contacts) were made by 32% of families (12 families) from 4 postcode areas (WA8 7E, WA8 7P, WA8 8A and WA8 8B). Appendix 1.12 illustrates the number of contacts and the

number of families who have accessed Adult Learning services by postcode area. Figure 3.4.12.2 shows the geographical distribution of those who have attended Adult Learning sessions by postcode, illustrating a wide spread of families accessing Adult Learning services. Figure 3.4.12.3 illustrates the number of contacts made by those accessing Adult Learning services by postcode. When examining the contacts for Adult Learning services the majority appear to be made in close proximity to the venue (Ditton Community Centre) as emphasised by the 800m pram pushing radius.

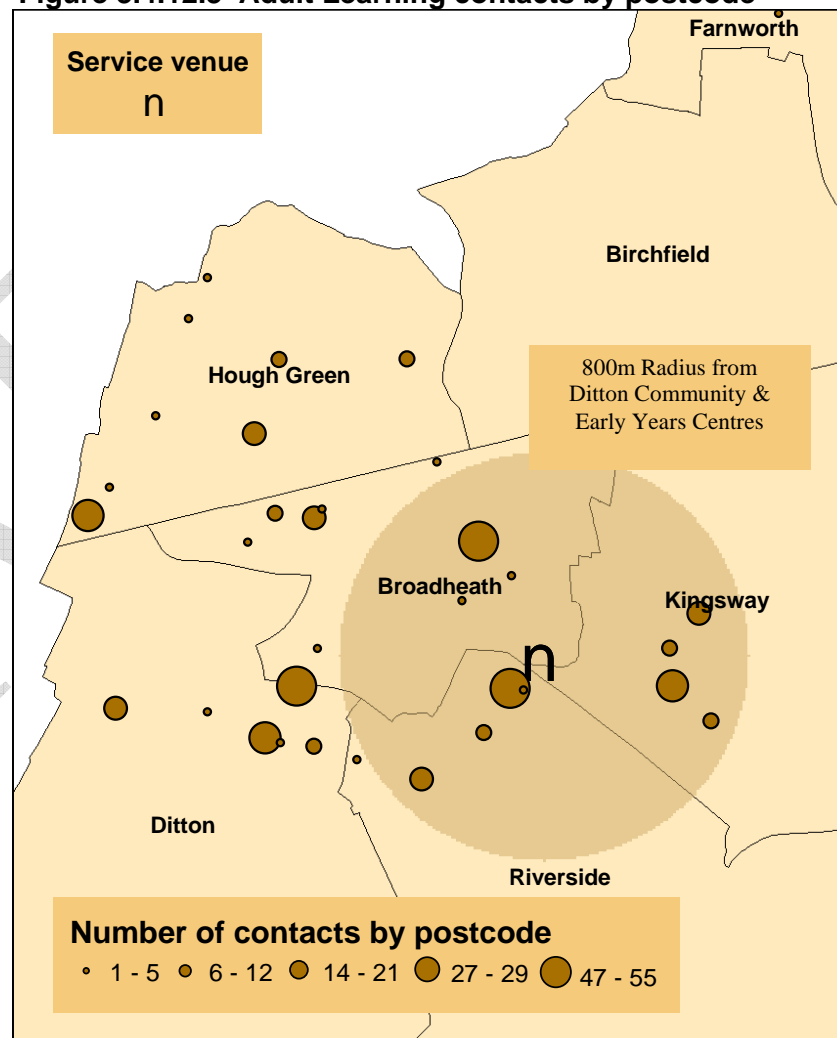
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Figure 3.4.12.2 Families accessing Adult Learning by postcode



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Figure 3.4.12.3 Adult Learning contacts by postcode



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3.5 Conclusion

This chapter has focussed on the patterns of service usage by considering factors such as the number of contacts at particular services and by particular groups of people such as teenage parents. The use of GIS has also helped to identify the extent of service usage in relation to the delivery point of the service. In some cases this has identified high levels of usage by those living in close proximity to the service delivery point.

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Chapter 4

Conclusions

4.1 Introduction

The examination of the information on the MCA database has produced an insight into engagement with the Sure Start Widnes Trailblazer local programme between 1st April 2004 and 31st March 2005. Through the process of data analysis the following conclusions have been drawn.

4.2 Limitations of the study

There have been a number of limitations to the analysis of the data extracted from the MCA database.

- The incompleteness of the database with regards to service names, and service provider identification, may lead to an under representation of some services. 1,066 contacts were identified with no schedule date or service allocation. With no schedule date, it was not possible to establish their true date of origin and these contacts were subsequently omitted from the analysis. In addition, some personal details of Sure Start Widnes Trailblazer users were missing and may have lead to an under-representation of contacts when examining social characteristics. However, due to the quality of the personal information and the data cleaning process undertaken prior to the analysis, the level of missing personal information was minimal and should not have significantly affected the results.
- It was not possible to look at the use of Sure Start services by families which include children with special needs as the disability field for all of the children was blank.
- All of the figures presented in this report are dependent on accurate records of attendance being kept and logged on the MCA. It is impossible to deduce how far a low number of contacts may be a result of under recording, low levels of use or a combination of both of these factors.
- A limitation to GIS mapping is that a full postcode is required in order to plot where a service user lives. A small number of postcodes were incomplete as families failed to provide the relevant information at initial registration. Therefore, it was not possible to visually display all contacts using GIS.

4.3 The reach of Sure Start Widnes Trailblazer

The aim of this report was to establish the reach of the Sure Start Widnes Trailblazer programme. This section examines the reach of Widnes Trailblazer with regards to those eligible families who have accessed services and the levels of service usage amongst individual service users. The reach has been further examined in relation to the social characteristics and geographical spread of service usage.

4.3.1 Contacts and services

When examining the reach of Sure Start Widnes Trailblazer between 1st April 2004 and 31st March 2005, it can be seen that 52% (498 families) of eligible families had accessed services. This includes 163 new families who had not previously accessed these services. When examining the number of contacts made by programme users, there were two very different ends of the spectrum. 9% of all services users had made 50 or more contacts during the 12-month period. In some cases this was in excess of 200 contacts. However, there were a large number of service users (49%) who had accessed services less than seven times over the same time period. This emphasises the need to continually inform families of the services available to them.

Sure Start programmes aim to provide a range of services to meet the needs of individual families. However, 27% of families had accessed only one service over the 12-month period. In contrast to this, 28% of the families accessing Sure Start Widnes Trailblazer during the analysis period had used 5 or more different services. These figures suggest that, in addition to involving new families, the programme could significantly broaden its reach by encouraging families that they have established contact with to access more than one service.

4.3.2 Social characteristics

With regards to the social characteristics of service users between 1st April 2004 and 31st March 2005, a number of patterns were evident. When examining the sex of all adult contacts it is apparent that females use the services significantly more than males. 90% percent of all contacts made by adults were made by females. This highlights the difficulties Sure Start programmes have with engaging males. It is likely that more fathers than mothers are in full time employment which may make engagement with Sure Start Widnes Trailblazer more difficult, but nevertheless this may be an issue that the programme could continue to address.

When examining the ages of those who accessed the programme, 50% of all contacts made by adults were made by those aged 25-34 years old. Such a result is not surprising given that Sure Start targets Children under 4 years old. However, it is not possible to tell if this is comparable with the ages of all eligible parents in the Sure Start Widnes Trailblazer area. The majority of all contacts (52%) were undertaken with adults over the 12-month period. Despite a large number of contacts made with children over the 12-month period the programme was not reaching the monthly target of between one quarter and one third set by the Sure Start Unit. The month that the largest proportion of children accessed Sure Start Widnes Trailblazer services was February 2005 when 14% of eligible children were seen by the programme. This highlights again that a large number of families appear to use services infrequently.

Lone parents accounted for 16% of all adult users during the time period. However, contacts made by lone parents accounted for just 9% of all contacts made with the programme. This would indicate the programme could broaden its reach by encouraging greater access by lone parents to Trailblazer services. The same issues occur on a smaller scale with both teenage parents and disabled service users. However, figures for disabled users and contacts may be an underestimation of the actual numbers in this category. Once again the incompleteness of registration forms during initial registration means the results may not represent the whole picture.

4.3.3 Geographical reach

The greatest level of uptake of services occurred in the Upton area, with 70% of all eligible users in this area accessing a service. Such a finding is of note due to the fact the some services, as expanded upon later, had low levels of access, which may be partly due to the delivery location of the service.

The geographical reach of the programme examined through the use of GIS mapping has provided a visual insight into the use of services. Such a technique incorporating the pram pushing radius of 800m helps illustrate how the location of a service affects service usage. For example, many of the Widnes Trailblazer services are provided at Ditton Community and Early Years Centres and when examining the number of contacts, it was evident that Creepy Crawlies, Musical Minis, Pampering Group and Adult Learning all attracted greater service usage from those people living within close proximity to the activity venue. Such a finding may help inform service development and future service delivery. A further example comes through

examining the use of HFG services, which is provided in three locations within the Trailblazer area. It can be clearly seen that the majority of HFG service contacts are made by people living in the north of the Trailblazer area. Whilst the map does not show which of the three services people use, it does help to highlight that those people registered in the south of the Trailblazer area do not access the service to such an extent.

4.4 Data monitoring recommendations

To ensure accurate data analysis can be undertaken it is essential the monitoring system is robust, with all records fully completed upon initial registration with the programme. Within the current analysis a number of service users had not provided all the details asked of them upon initial registration. Whilst giving details such as disability, ethnicity and age is not mandatory, newly registered families should be encouraged to provide all relevant information. In doing so this will help give a clear picture in terms of establishing if the traditionally hard-to-reach groups are accessing services or whether Sure Start Widnes Trailblazer services should target potential service users. It is also important that accurate records of attendance for all services are recorded and all entries upon the database should ensure schedule date and service fields are complete. In doing so, this will avoid any data being excluded from analysis due to uncertainty regarding when and with whom the contact occurred.

Through work undertaken with other Sure Start projects it has been noted that duplications can occur on the MCA database. Whilst the MCA is designed to identify duplications, they can occur through two registration forms being completed by a single family or individual. The reasons for duplications going undetected can be a simple data entry error or the shortening/misspelling of a name on one of the two forms. Therefore, all efforts should be made to avoid duplication that may cause misrepresentation with regards to the number of families and individuals who access services.

This report will help Sure Start Widnes Trailblazer identify their needs for data collection and analysis in order to make best use of the wealth of information that is available. Through the work of the Data Officer, the high quality of the data has enabled a picture to be built up of reach and engagement with the programme. In doing so, it has helped identify possible areas of development to improve the reach of Sure Start Widnes Trailblazer. In the future, it is imperative that when collecting

data it is considered in relation to how it can potentially be used to aid future service development.

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Appendix 1
Service use by postcode area

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A1.1 Postcode area of those using the CAB

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 7X | 158 | 2 |
| WA8 8E | 111 | 5 |
| WA8 7B | 62 | 5 |
| WA8 8S | 49 | 6 |
| WA8 4S | 42 | 2 |
| WA8 7H | 38 | 2 |
| WA8 8H | 35 | 3 |
| WA8 4Y | 34 | 3 |
| WA8 4T | 33 | 4 |
| WA8 8A | 26 | 7 |
| WA8 7P | 21 | 4 |
| WA8 7E | 20 | 5 |
| WA8 3E | 18 | 1 |
| WA8 8Q | 18 | 5 |
| WA8 4N | 17 | 4 |
| WA8 4P | 17 | 3 |
| WA8 8B | 17 | 5 |
| WA8 4X | 15 | 1 |
| WA8 7U | 15 | 3 |
| WA8 7W | 10 | 1 |
| WA8 8R | 8 | 1 |
| WA8 4E | 5 | 2 |
| WA8 8D | 5 | 2 |
| WA8 4Q | 3 | 1 |
| WA8 8P | 3 | 1 |
| WA8 7Y | 2 | 1 |
| WA8 8T | 2 | 1 |
| WA8 8X | 2 | 1 |

A1.2 Postcode area of those attending HFG

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 4Y | 276 | 7 |
| WA8 4T | 231 | 8 |
| WA8 4N | 194 | 6 |
| WA8 7P | 137 | 2 |
| WA8 4X | 76 | 2 |
| WA8 8A | 70 | 5 |
| WA8 4S | 64 | 3 |
| WA8 8Q | 56 | 2 |
| WA8 4Q | 43 | 1 |
| WA8 4P | 38 | 3 |
| WA8 7U | 24 | 1 |
| WA8 5A | 22 | 1 |
| WA8 4E | 16 | 1 |
| WA8 7W | 16 | 1 |
| WA8 8R | 14 | 1 |
| WA8 8B | 12 | 1 |
| WA8 7B | 9 | 1 |
| WA8 8H | 9 | 3 |
| WA8 8P | 8 | 1 |
| WA8 8E | 6 | 1 |
| WA8 8Y | 4 | 1 |
| WA8 8T | 2 | 1 |

A1.3 Postcode area of those contacted by staff and recorded as Contact and Support

| Postcode | Contacts | Families |
|-----------------|-----------------|-----------------|
| WA8 8E | 180 | 19 |
| WA8 8A | 179 | 23 |
| WA8 8S | 172 | 21 |
| WA8 8Q | 153 | 17 |
| WA8 4T | 144 | 15 |
| WA8 4X | 136 | 11 |
| WA8 7E | 114 | 21 |
| WA8 7X | 113 | 5 |
| WA8 7B | 111 | 14 |
| WA8 4P | 104 | 11 |
| WA8 8H | 96 | 13 |
| WA8 4N | 94 | 17 |
| WA8 4Y | 89 | 15 |
| WA8 8B | 55 | 12 |
| WA8 7P | 53 | 15 |
| WA8 3E | 47 | 1 |
| WA8 4S | 38 | 4 |
| WA8 8D | 37 | 10 |
| WA8 4G | 33 | 3 |
| WA8 8P | 28 | 7 |
| WA8 8Y | 27 | 8 |
| WA8 4E | 24 | 4 |
| WA8 7U | 24 | 6 |
| WA8 7H | 20 | 4 |
| WA8 8R | 20 | 4 |
| WA8 8X | 20 | 7 |
| WA8 7J | 11 | 2 |
| WA8 4D | 10 | 2 |
| WA8 5A | 9 | 1 |
| WA8 8T | 8 | 3 |
| WA8 4Q | 6 | 3 |
| WA8 7W | 5 | 1 |
| WA8 7Y | 5 | 2 |
| WA8 8J | 4 | 2 |
| WA8 7N | 1 | 1 |

A1.4 Postcode area of those accessing Home Visits

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 4T | 174 | 8 |
| WA8 8S | 152 | 11 |
| WA8 8Q | 147 | 12 |
| WA8 7X | 124 | 4 |
| WA8 8A | 105 | 7 |
| WA8 8E | 71 | 11 |
| WA8 7B | 68 | 15 |
| WA8 7U | 68 | 3 |
| WA8 4N | 67 | 9 |
| WA8 4X | 59 | 9 |
| WA8 3E | 55 | 1 |
| WA8 4Y | 54 | 10 |
| WA8 8D | 53 | 3 |
| WA8 4P | 46 | 3 |
| WA8 8H | 38 | 8 |
| WA8 8B | 23 | 5 |
| WA8 8X | 22 | 3 |
| WA8 7E | 21 | 7 |
| WA8 7P | 20 | 8 |
| WA8 4G | 18 | 1 |
| WA8 7H | 13 | 3 |
| WA8 8R | 12 | 2 |
| WA8 8Y | 12 | 3 |
| WA8 4S | 9 | 3 |
| WA8 8P | 8 | 5 |
| WA8 4Q | 5 | 2 |
| WA8 7J | 3 | 1 |
| WA8 9Y | 3 | 1 |
| WA8 4E | 2 | 1 |
| WA8 7W | 2 | 1 |
| WA8 7Y | 2 | 1 |

A1.5 Postcode area of those attending Creepy Crawlies

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 8E | 273 | 5 |
| WA8 8A | 123 | 6 |
| WA8 8B | 118 | 6 |
| WA8 7E | 116 | 3 |
| WA8 4X | 114 | 3 |
| WA8 8S | 66 | 1 |
| WA8 4P | 48 | 3 |
| WA8 3E | 46 | 1 |
| WA8 8T | 44 | 1 |
| WA8 7X | 40 | 2 |
| WA8 8D | 38 | 1 |
| WA8 8Y | 32 | 3 |
| WA8 7P | 28 | 2 |
| WA8 8H | 24 | 3 |
| WA8 8R | 20 | 1 |
| WA8 4E | 18 | 1 |
| WA8 4G | 18 | 1 |
| WA8 8P | 18 | 1 |
| WA8 4T | 8 | 1 |
| WA8 8Q | 4 | 1 |
| WA8 8X | 4 | 1 |

A1.6 Postcode area of those attending Early Learning Groups

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 8A | 350 | 5 |
| WA8 7E | 282 | 3 |
| WA8 8E | 274 | 4 |
| WA8 8S | 143 | 2 |
| WA8 8Q | 138 | 3 |
| WA8 4P | 135 | 2 |
| WA8 7J | 74 | 1 |
| WA8 8Y | 71 | 3 |
| WA8 4X | 57 | 1 |
| WA8 4E | 56 | 1 |
| WA8 8H | 42 | 2 |
| WA8 3E | 30 | 1 |
| WA8 4T | 30 | 2 |
| WA8 8X | 22 | 2 |
| WA8 8T | 21 | 1 |
| WA8 4S | 18 | 1 |
| WA8 8B | 16 | 1 |
| WA8 7P | 12 | 1 |
| WA8 7Y | 8 | 1 |
| WA8 7X | 6 | 1 |

A1.7 Postcode area of those attending Musical Minis

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 7E | 162 | 6 |
| WA8 8H | 130 | 6 |
| WA8 8E | 105 | 5 |
| WA8 4P | 103 | 5 |
| WA8 8A | 89 | 7 |
| WA8 8B | 86 | 5 |
| WA8 8T | 32 | 1 |
| WA8 7B | 29 | 3 |
| WA8 4Y | 27 | 5 |
| WA8 7P | 18 | 3 |
| WA8 8S | 18 | 2 |
| WA8 4G | 16 | 1 |
| WA8 7U | 16 | 1 |
| WA8 7X | 16 | 1 |
| WA8 4X | 14 | 3 |
| WA8 7H | 14 | 1 |
| WA8 8X | 10 | 2 |
| WA8 7W | 6 | 1 |
| WA8 8Q | 6 | 2 |
| WA8 4E | 4 | 1 |
| WA8 8D | 4 | 1 |
| WA8 8P | 3 | 1 |
| WA8 3E | 2 | 1 |
| WA8 4N | 2 | 1 |
| WA8 4S | 2 | 1 |
| WA8 4T | 2 | 1 |
| WA8 8R | 2 | 1 |
| WA8 8Y | 2 | 2 |

A1.8 Postcode area of those attending Fundays

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 7E | 140 | 6 |
| WA8 8A | 140 | 9 |
| WA8 4P | 129 | 5 |
| WA8 8H | 98 | 5 |
| WA8 8Q | 94 | 7 |
| WA8 4N | 89 | 7 |
| WA8 4T | 84 | 8 |
| WA8 8S | 83 | 8 |
| WA8 8E | 74 | 2 |
| WA8 4X | 73 | 3 |
| WA8 8B | 69 | 5 |
| WA8 4Y | 48 | 5 |
| WA8 7P | 44 | 4 |
| WA8 7X | 43 | 2 |
| WA8 8Y | 37 | 3 |
| WA8 8D | 30 | 3 |
| WA8 4S | 27 | 2 |
| WA8 4Q | 24 | 2 |
| WA8 7U | 24 | 1 |
| WA8 4E | 18 | 1 |
| WA8 5A | 16 | 1 |
| WA8 8P | 15 | 1 |
| WA8 7H | 14 | 2 |
| WA8 3E | 6 | 1 |
| WA8 8T | 6 | 1 |

A1.9 Postcode area of those attending the Crèche

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 4X | 141 | 3 |
| WA8 7E | 129 | 4 |
| WA8 8A | 118 | 5 |
| WA8 4N | 101 | 2 |
| WA8 8E | 89 | 6 |
| WA8 7P | 85 | 2 |
| WA8 8Q | 75 | 5 |
| WA8 4P | 72 | 3 |
| WA8 8B | 62 | 2 |
| WA8 7X | 44 | 2 |
| WA8 8H | 38 | 3 |
| WA8 8S | 37 | 4 |
| WA8 3E | 32 | 1 |
| WA8 4Y | 27 | 7 |
| WA8 4T | 24 | 5 |
| WA8 7U | 18 | 2 |
| WA8 5A | 14 | 1 |
| WA8 7H | 5 | 2 |
| WA8 8X | 5 | 1 |
| WA8 8Y | 3 | 1 |

A1.10 Postcode area of those using Midwives Advice services

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 8S | 205 | 13 |
| WA8 8E | 158 | 13 |
| WA8 7B | 154 | 15 |
| WA8 7E | 151 | 14 |
| WA8 8Q | 135 | 8 |
| WA8 8A | 111 | 9 |
| WA8 4S | 106 | 9 |
| WA8 4Y | 88 | 6 |
| WA8 4X | 80 | 8 |
| WA8 7P | 80 | 10 |
| WA8 4T | 70 | 7 |
| WA8 8H | 70 | 8 |
| WA8 4P | 65 | 5 |
| WA8 7U | 65 | 6 |
| WA8 8Y | 60 | 5 |
| WA8 8P | 58 | 5 |
| WA8 7H | 40 | 5 |
| WA8 8D | 39 | 3 |
| WA8 4E | 36 | 3 |
| WA8 4N | 35 | 8 |
| WA8 7Y | 34 | 2 |
| WA8 7X | 24 | 4 |
| WA8 8X | 19 | 3 |
| WA8 4Q | 15 | 1 |
| WA8 8B | 8 | 5 |
| WA8 8T | 8 | 1 |
| WA8 8J | 7 | 2 |

A1.11 Postcode area of those attending the Pampering Group

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 8A | 262 | 5 |
| WA8 8Q | 248 | 4 |
| WA8 4Y | 154 | 5 |
| WA8 8S | 135 | 5 |
| WA8 7E | 128 | 6 |
| WA8 4E | 65 | 2 |
| WA8 8X | 52 | 2 |
| WA8 4T | 50 | 3 |
| WA8 7H | 44 | 2 |
| WA8 8B | 42 | 3 |
| WA8 8Y | 39 | 2 |
| WA8 4P | 34 | 3 |
| WA8 4N | 33 | 2 |
| WA8 8R | 22 | 1 |
| WA8 4X | 18 | 3 |
| WA8 7W | 12 | 1 |
| WA8 7P | 10 | 3 |
| WA8 8D | 10 | 1 |
| WA8 4G | 8 | 1 |
| WA8 7N | 8 | 1 |
| WA8 8P | 8 | 1 |
| WA8 8E | 6 | 1 |
| WA8 4Q | 4 | 1 |
| WA8 7U | 2 | 1 |

A1.12 Postcode area of those attending the Adult Learning

| Postcode | Contacts | Families |
|----------|----------|----------|
| WA8 8A | 79 | 4 |
| WA8 7P | 57 | 2 |
| WA8 7E | 53 | 4 |
| WA8 8B | 49 | 2 |
| WA8 4P | 38 | 5 |
| WA8 7U | 24 | 3 |
| WA8 4X | 22 | 2 |
| WA8 8H | 20 | 1 |
| WA8 8Y | 16 | 1 |
| WA8 8E | 12 | 1 |
| WA8 3E | 9 | 1 |
| WA8 4N | 9 | 1 |
| WA8 8Q | 9 | 2 |
| WA8 4T | 8 | 2 |
| WA8 7B | 6 | 1 |
| WA8 7H | 3 | 1 |
| WA8 7X | 3 | 1 |
| WA8 8X | 2 | 1 |
| WA8 4S | 1 | 1 |
| WA8 5A | 1 | 1 |
| WA8 8S | 1 | 1 |